



CASE STUDY

CREATIVE

Global provider of audio and entertainment technology devices, including earphones, headphones, desktop speakers and soundbars.

What We Did:

Grow brand awareness and perception in the UK through reviews programmes

Organised London press tour event showcasing Creative's latest technology and upcoming launches

Seasonal pitching and news hijacking for product placements

Results:

1

145 pieces of coverage
focused on reviews and news
stories

2

14 press and influencers invited
to press tour

3

Competitions programme
securing high-profile
giveaways with publications

Media Coverage
Examples Secured:

