



## CASE STUDY

**SML**

SML is a leading, full-service RFID solution provider and trusted partner to the world's largest retailers and fashion brands. Keen to make the most of its attendance at NRF 2024: Retail's Big Show, SML RFID, the global leader in delivering high-performance RFID solutions for the retail industry, sought support from The Jargon Group to maximise its presence and generate significant media interest at the trade show.

## What We Did:

Created SML RFID's 'State of Retail Report 2024' to generate maximum awareness of the organisation at NRF

Established SML RFID as a thought-leader and promoting the company's expertise within retail media

Delivered high-quality coverage for SML RFID's brand messaging around the event

# Results:

1

46 pieces of coverage achieved  
from NRF 2024

2

Secured 7 on-site media  
interviews

3

5.1+ million opportunities to see

## Media Coverage Examples Secured:



ComputerWeekly.com



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We continue to be impressed by the written content standard, knowledge of our business and overall results. They have established an ongoing presence throughout the UK and US media by producing quality content, creating engaging news and securing interviews with critical influential media outlets.

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Dean Frew, President of RFID Solutions Division at SML Group