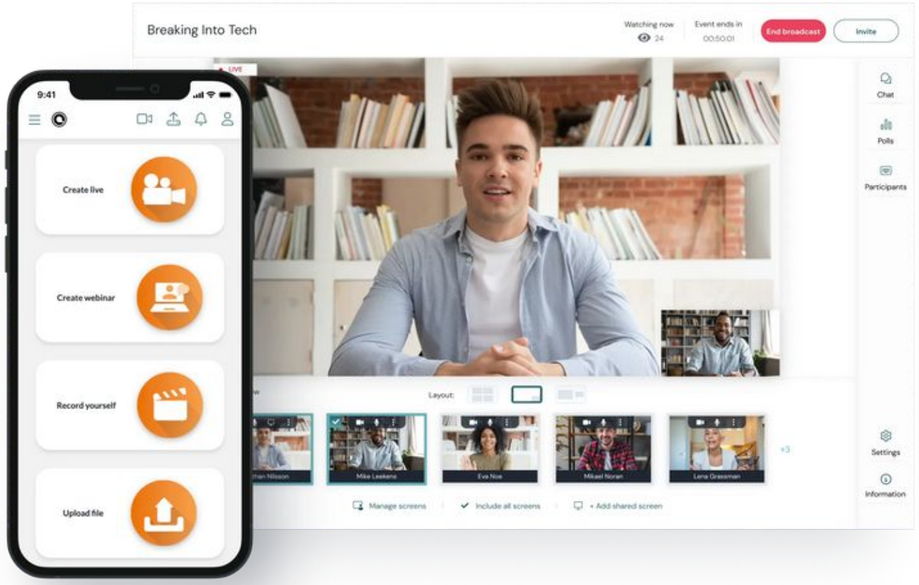
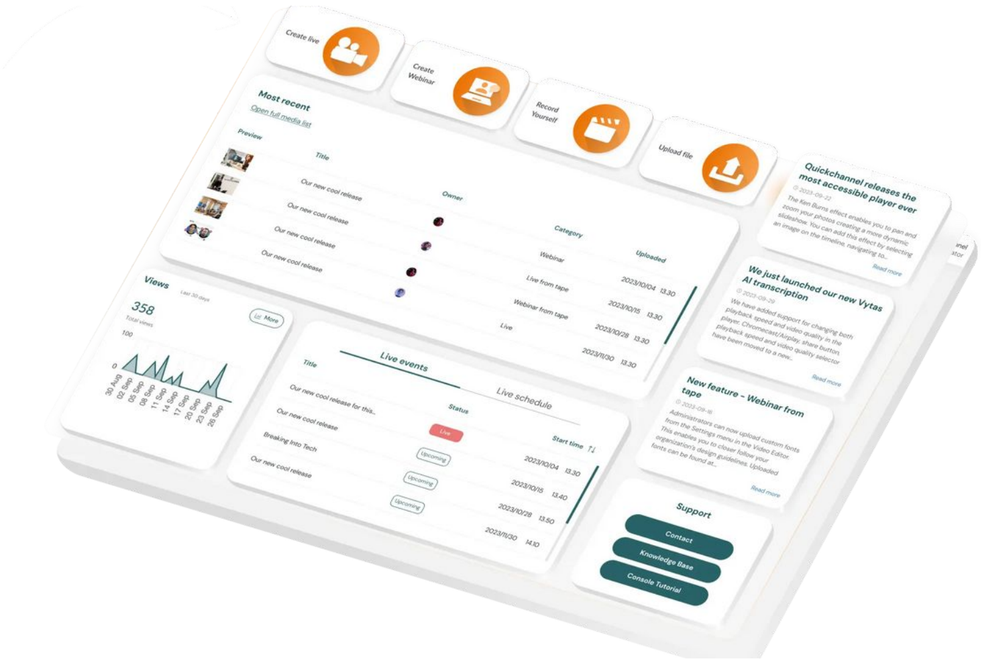


THE JARGON GROUP

CASE STUDY

QUICKCHANNEL

Quickchannel is dedicated to delivering video and streaming solutions at the forefront of technology. Quickchannel wanted to raise its profile within the UK, driving awareness of its offerings and generating credibility.



What We Did:

Utilised news announcements to communicate Quickchannel's new partnerships and features to its streaming platform

Secured thought leadership opportunities to inform key stakeholders of their expertise

Created case studies to showcase Quickchannel's previous work

PUBLIC RELATIONS | CONTENT CREATION | SOCIAL MEDIA

CASE STUDY

QUICKCHANNEL

THE JARGON GROUP

Results:

1

More than 55 pieces of media coverage

2

Improved awareness for Quickchannel through timely and well delivered coverage amongst target publications

3

Built credibility through well-delivered case studies, that position the brand as an expert provider

Media Coverage Examples Secured:

ADVANCED TELEVISION

FEED
Reporting from the cutting edge of broadcast

MTS

TVB EUROPE
Business, insight & intelligence for the media & entertainment industry

TECHNOLOGYRESELLER
MAGAZINE & WEBSITE SINCE 2016
IN PRINT & ONLINE

PCR AV MAGAZINE

AI THORITY

TV

> We are delighted that Quickchannel has received a consistent pipeline of coverage within credible press. The Jargon Group has significantly increased the awareness of Quickchannel and it has been a pleasure working with them.

Marianne Wiil Stoker, VP of Marketing, Quickchannel