



THE
JARGON
GROUP

CASE STUDY



Teamwork Commerce is a leading omnichannel solution provider, delivering Point-of-Sale (POS), Order Management, Inventory Control, Customer Relationship Management (CRM) and Analytics to retailers. Approaching NRF 2024: Retail's Big Show having never undertaken any event-based media relations activity previously, Teamwork Commerce tasked The Jargon Group with generating awareness of the brand and its activity at NRF 2024.

What We Did:

Created media interest around Teamwork Commerce soon to be launched RFID-Powered Self-Checkout solution

Introduced Teamwork Commerce to key retail media targets, as well as potential customers



Results:

1

11 post-NRF pieces of coverage for RFID-Powered Self-Checkout, with more than 620,000 opportunities to see

2

Secured 6 on-site media interviews

3

Inclusion in NRF media tour featuring 15 retailers

Media Coverage Examples Secured:



“Working with The Jargon Group has been an exceptional experience. Their expertise in crafting and executing our PR strategy for the USA and Europe has been instrumental in our success. Their ability to secure placements in top media outlets and magazines with significant circulation numbers has remarkably boosted our brand visibility and credibility.

I highly recommend Jargon Group to any company looking for outstanding PR results.

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Brittany Martincic, Director of Global Marketing