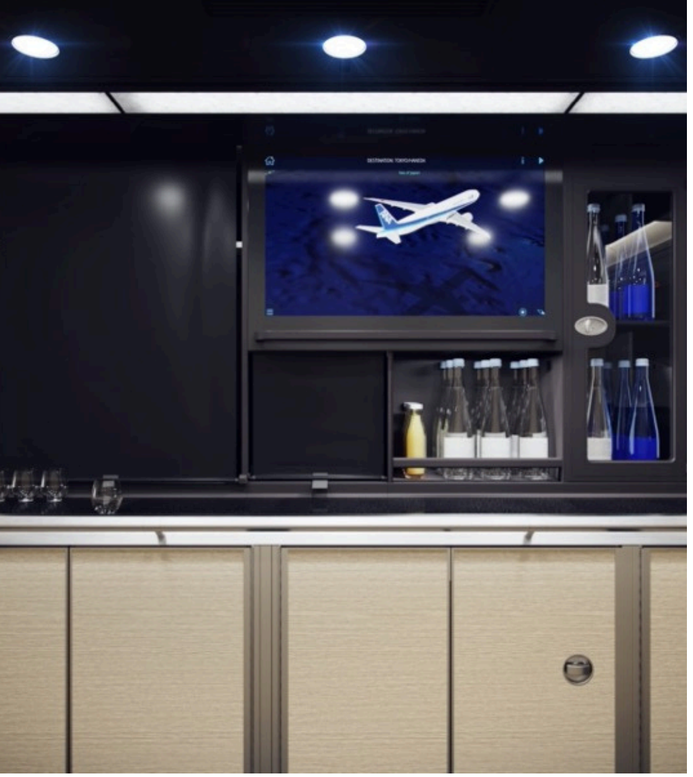








THE JARGON GROUP

CASE STUDY

acumen.

A design agency specialising in cutting-edge aircraft interior design, working with the world's biggest airlines. Sought a retained PR consultancy to secure high-profile editorial exposure for its innovations, interior concepts, and airline cabin launches.

What We Did:

Developed an overarching corporate brand messaging framework

Handled global media relations for all airline launches

Creation of all PR content, including press releases, thought-leadership articles, interviews, case studies, social media and web copy

PUBLIC RELATIONS | CONTENT CREATION | SOCIAL MEDIA

CASE STUDY

acumen.

THE JARGON GROUP

Results:

1

Delivered high-profile coverage, worldwide

2

Secured cover story feature at aircraft interiors expo (the world's largest aircraft interiors tradeshow)

3

Helped acumen significantly grows its brand awareness and reputation amongst the aviation industry – supporting new business pipeline

Media Coverage Examples Secured:

Forbes, Mail Online, Inflight, Runway Girl Network, Aviation Week Network, CNN travel, Executive Traveller, Aerospace Manufacturing, Aviation Business News, Aircraft Interiors International, The Design Air, PAX International, Aircraft Cabin Management, BBC, Business Traveller, GLOBETRENDER, Simple Flying, Flight Global, Travel Radar, The Points Guy

PUBLIC RELATIONS | CONTENT CREATION | SOCIAL MEDIA