







THE JARGON GROUP

CASE STUDY

Rollei

Rollei sells consumer technology in more than 20 European countries. The product range today includes professional tripods, digital cameras, action cams, smartphone accessories and products around photography and video.

What We Did:

Launch new and innovative products onto the marketplace without being lost in a crowded space

Implement a strategic review programme with the target media

Utilise international shows/events to drive awareness and increase brand interest

PUBLIC RELATIONS | CONTENT CREATION | SOCIAL MEDIA

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Results:

1

Over 150 pieces of media coverage achieved in media throughout the UK

2

Successfully launched 15 new products in the UK with product reviews secured with top tier press

3

A 20% increase in UK sales and overall consumer brand awareness

Media Coverage Examples Secured:

T3 Esquire How It Works techradar. amateur Photographer WSJ Digital Camera magazine Daily Express British Journal of Photography Yahoo! Tech