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Launch of a new range of mobile phone accessories

Client : Swissvoice



Goal

Triggering product tests in the **specialized press** and achieve to get the most amount of articles published in **mass media**

Strategy

- Organize a **press tour** within specialized press offices to generate product tests.
- Organize a **sample campaign** addressing mass media.

Results

In the lapse of **3 months' time**, more than **40 articles** were published representing a potential readership of **3 950 305 people**
These results represent an **advertising equivalence of 95 000 euros**

