



Results:

- Coverage: 97 Million
- German Kids Software Award Tommi
- Sales target met even before Xmas
- 2nd best-selling kids tablet in Germany during 2014



Task:

The children's tablet Kurio Tab Motion assures parents that technology fans are not turning into couch potatoes. Thanks to the unique body motion controller, the kids can go wild playing sporty games and remain active. There are also comprehensive settings for child protection and time management.

With a minimum lead-time, the aim was to achieve a maximum positive presence in time for the product launch in autumn and importantly during the pre-Christmas period. The key media and blogs targets were those with the subject matter of family or consumer technology.

Activities:

- Slogan development
- Management of test products
- Blogger outreach
- Submission to product awards
- PR strategy and positioning
- PR mailings and media relations
- YouTube channel with product videos

The Best of Both Worlds:

As specialists in the target group family, Griffiths Consulting was able to achieve a precise positioning of the product. The agency has excellent connections to editors who focus on family topics as well as to editors who specialise in consumer electronics and digital games. This advantage guaranteed exclusive access to influential journalists and made it possible to reach not only mothers but also fathers.

Drawing from our proprietary blogger database, the best blogs and vlogs were selected and addressed efficiently offering product samples for testing. An SEO optimized YouTube channel ensured that the video content about the product was easily found.

Ihre Ansprechpartner vor Ort:



Ulrica Griffiths



Jenny Gardke