



## Millions of dollars in product sales

**Location:** Los Angeles

**Market:** B2B / B2C

**Industry:** Air Purification

### **Challenge:**

A leading Scandinavian corporation – a household name in Sweden, India and China – needed to establish and expand its recognition and sales in North America. The company searched for an agency that had a long record of introducing products and services to new markets – and it turned to members of the Interdependence Public Relations to get the job done.

The air purification company had virtually no footprint and brand visibility in the United States. In addition to driving PR around the company's industry-leading products, executives also hoped to educate the North American audience about the importance – and potential dangers – of indoor air pollution. The condition can be worse than outdoor air pollution.

### **Solution:**

The Interdependence campaign kicked off centered around the consumer launch of the company's high-end purified, which was designed for style and efficiency. The IDPR team secured widespread media coverage for the line, earning features and mentions in technology, home, lifestyle, home and health spaces. The media haul included The New York Times, Oprah Magazine, Apartment Therapy, DIY Network's "I Want That" program and Yahoo! Health. Interviews were also booked with NBC, Fox, WGN and WCIU in the company's North American home market of Chicago.

### **Results:**

The company was featured in segments discussing topics such as improving indoor air quality and how to prevent seasonal allergies. The IDPR team secured over 75 placements for the company, resulting in millions of dollars in product sales. It also led to the product being sold at prestigious retailer Bloomingdale's.