

20 Media Placements, Increased Product Sales and Global Brand Recognition

Location: Las Vegas, NV

Market: B2B / B2C

Industry: Consumer Electronics

Challenge:

Interdependence was approached by a consumer electronics company specializing in integrating highly efficient, multi-purpose materials into consumer nanotechnology, making them simultaneously more accessible, efficient, and sustainable. The company's objective was to build its brand profile, increase sales within the U.S. market, and to create buzz around the introduction of a suite of new products.

Solution:

Because the company specializes in innovating in a green technology space, Interdependence focused on the newsworthiness of creating highly accessible technological devices that are also eco-friendly. The strategy had to be multi-faceted, because the client's technological innovations stretched across industries, including the automotive industry, communications, healthcare, and more. Because the team at Interdependence specializes in tech marketing, Interdependence was uniquely positioned to provide highly effective and targeted PR solutions.

Results:

Within only three months, Interdependence secured 20 high-value media placements, including The Wall Street Journal, Digital Trends, Tech Podcasts Network, iHeart Radio, and many more. These media features resulted in dramatically enhanced engagement, with more than 10 million media impressions. The brand awareness campaign yielded independent positive product reviews in several periodicals, a massive spike in product sales, and an influx of queries from investors.