

Target Media (C)

Any questions?

The Launch

Thecasesolutions.com

- 3rd week event
- 3pm-8pm
- Series campaigns and drinks
- Video key media for a preview of the new range of wireless products

The Site

Thecasesolutions.com



Survey to support the launch

Personal experience a variety of music genres
What do you like?

Which genre do you prefer most?

Which genre are you most likely to use?

Which genre is most popular in your area?

Launch video

Product review

The Product

Thecasesolutions.com

Promote product range as part of the launch
highlight key products



Social Media

Thecasesolutions.com

The sharing of recommendations, reviews, feelings, thoughts, experiences and emotion between online communities is at the heart of social media.

Twitter and Facebook

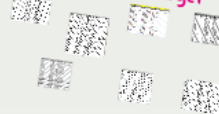
Twitter and Facebook are key social media channels for Thecasesolutions.com. They allow us to engage with our customers and build a community around our products.



Thecasesolutions.com

Intro

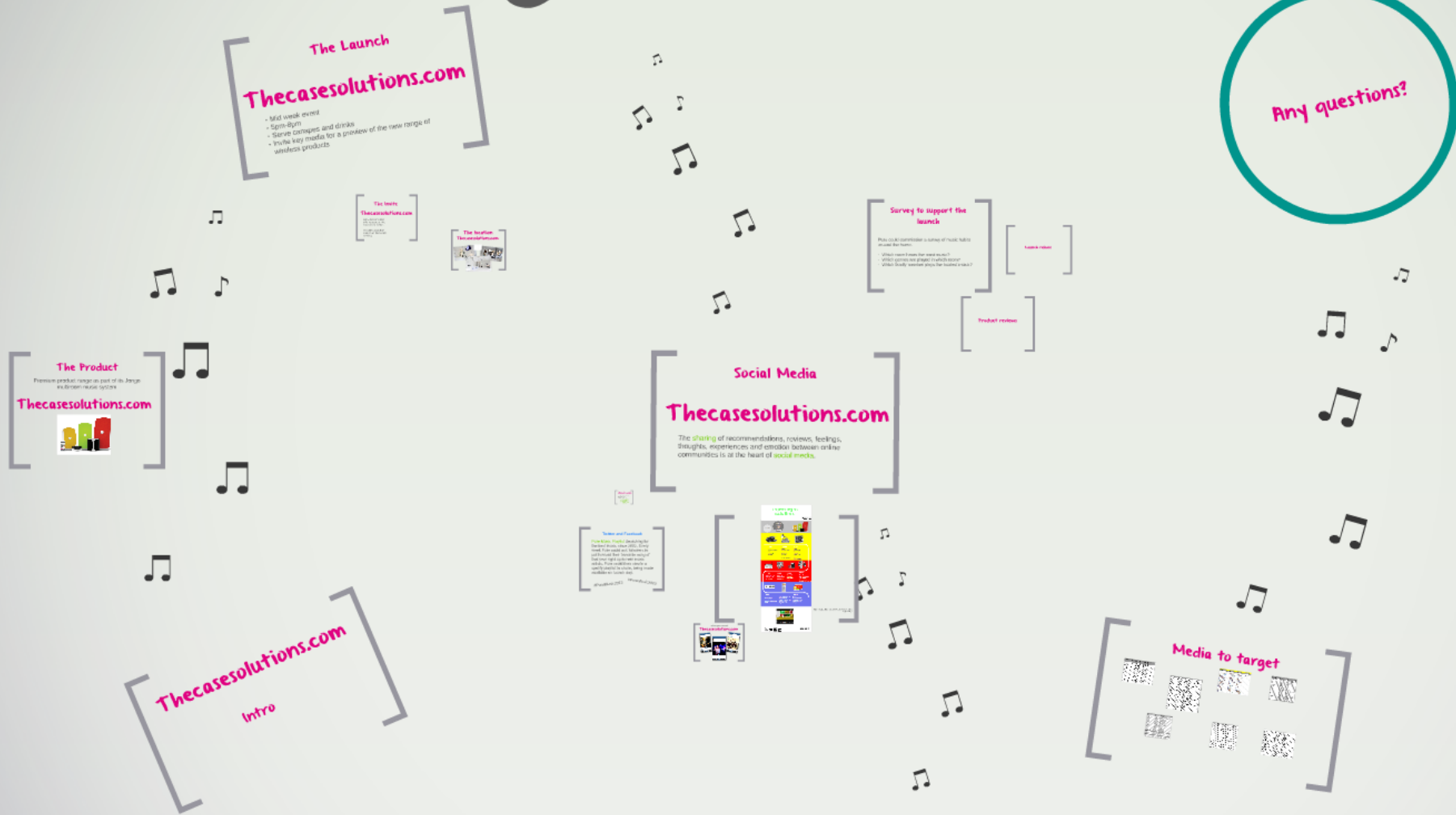
Media to target



Thecasesolutions.com

Target Media (C)

Any questions?



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Intro

The Product

Premium product range as part of its Jongo
multiroom music system

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The Launch

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- Mid week event
- 5pm-8pm
- Serve canapes and drinks
- Invite key media for a preview of the new range of wireless products

The Invite

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Ask a new unsigned artist to create a vine invitation for media.

The artist could then perform on the launch evening.

The location

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Social Media

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Share your Sound

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