



PR & MARCOM

Building a brand and a category

Munich-based Worldcom PR Group partner, HBI PR & Marcom has been delivering brand leadership for technology companies for over 30 years. With their extensive experience in traditional PR, social media, marketing and seminars, they help their clients to get their message out to the market. HBI works with market leaders, start-ups, global groups and local SMBs. They identify the right way to increase media and customer mindshare, and establish companies as thought leaders, making them stand out from their competitors.



Challenge

HBI was approached by Fitbit to launch their product in Germany at the very beginning of the wearable tech market. Therefore, HBI had a dual challenge. It had to launch a completely new product and a new product category. And it had to do it against the backdrop of the German public's strongly held views about personal data security. Finally, HBI had to achieve the right outcomes from the campaign with a limited budget. HBI devised an innovative and multi-faceted campaign across consumer, lifestyle and fitness media, while creating buzz and a viral effect on blogs and social networks.

Solution

For the first 12 to 18 months, HBI focused on educating the market about the product category and the difference it could make to consumer lifestyles. HBI then concentrated on building the Fitbit brand and making Fitbit synonymous with the new product category. To reinforce Fitbit's brand lead in the sector, HBI built strong relationships with key media contacts, celebrities and other brand ambassadors. This was accentuated by a thought-leadership programme which included creating a whitepaper on health trends and fitness and providing regular lifestyle updates on Facebook.

Results



CONTACT US

Phone: +1-212-286-9550

Email: toddlynch@worldcomgroup.com

Website: worldcomgroup.com

CONTACT HBI

Phone: +49 89 99 38 87 0

Email: Corinna_Voss@hbi.de

Website: www.hbi.de



WORLD.COM
Public Relations Group