

Case Study

SelectSpecs

selectspecs.com

Project: Content creation and national media outreach

Online opticians since 2005, selling budget & designer eyewear.

The Brief

To establish the online brand to the media and consumers to generate sales

To generate coverage in targeted titles

To launch the new retail store in Kent



Activities

Developed communications strategy and content plan

Planned and delivered a national media outreach campaign

Managed a product sample service to ensure consistent communication with key journalists

Maximised PR opportunities to build brand awareness with stockists and online customers

Managed PR around new shop launch in Kent

Successes

Coverage highlights include Tatler Men, Zoo, Ok!, Now, My Weekly, Red, Candis, Women's Own, Cosmopolitan, Moneywise, Daily Mirror Cash Queens, News of the World Captain Cash, Financial Mail on Sunday, thisismoney.co.uk, moneysavingexpert.com, Times online, Loaded online, Optician online.

A 12% increase in online sales across a 12 month period of 'The world's cheapest glasses'

Attendance of Sir Roger Gale MP and Town Mayor Iris Johnston to the launch of the new retail shop, coverage in local and national print and online media to announce the 'click 'n' bricks' story.

“We have worked with Aneela and her team for many years now and have always found them great to work with; eager to please, full of ideas and suggestions.”

Jason McMillan

Director