



# JVC Elation - Awolnation

JVC.COM

AWOLNATION

MICRO SITE

## Executive Summary

Developed the strategy for JVC's hashtag #ElationAwolnation initiative, to re-establish JVC as a viable contemporary high quality brand. Drove awareness to new product, ultimately driving sales to retail. Secured all partnerships and acted as key quarterback, during the 8month launch of the JVC Elation Hi-Fidelity Headphones, across 14 US Markets.

## Brand Engagement Challenge

- Find out new and creative ways to capture the attention of a younger audience, and boost JVC's online presence.
- How to navigate through a successful influencer campaign with a modern artist relevant to the brands message & image.
- Implementing a strategy to boost JVC's presence across multiple forms of media.

## Execution

- Partnership with Awolnation
- Partnership with Consequence of Sound
- Exclusive Content (Music, Branded Video, Artwork, Product, Merchandise & Artist Photo)
- Exclusive partnership with Comcast Xfinity
- Artist fan base marketing
- Exclusive VIP experience
- Retail partnerships
- JVC/Awolnation Instagram takeover day with a visit to Wrigley Field for National Anthem



CASE STUDY ©2016



## Results

- Professional Video
  - o View [HERE](#)
- Branded Microsite
- National sweepstakes that yielded 20,000+ submissions
- Generated Millions of unique impressions
- Tens of thousands of captured interested consumer contact information via (print, radio, TV, digital, events with extensive footprint & onsite in venue activation)
- Comcast Partnership reached 8 million households via video on demand programming.

