

Sector: Consumer electronics and IT

Packard Bell

Packard Bell is one of the largest computer brands in the world for consumers. Today, Packard Bell is exploiting the convergence of IT and consumer electronics. The strategy is reflected in the product range: besides desktops and notebooks, Packard Bell also offers solutions for the digital living room, like MP3 players, DVD players and recorders and network solutions.

Our challenge:

“Increase brand awareness of Packard Bell in the lifestyle press.”

As a supplier of desktops and notebooks, Packard Bell communicated for years primarily through the traditional computer magazines like PC World, Network and PC Magazine. Now that the Packard Bell product range extends to the convergence of IT and electronics for the digital living room, the target audience is broader. New media target groups have emerged: lifestyle press, TV magazines, large-circulation men’s magazines, specialized magazines for digital living and quality newspapers and magazines with a lifestyle supplement (e.g. Focus Knack).

Our approach:

“Forget the bits and bytes. Use as many photos as possible.”

- “A picture is worth a thousand words”, said Confucius, so none of our press releases leave the office without incorporating links to our website, where journalists can choose from a series of product and atmosphere photos.
- Forget the bits and bytes: to reach a wider audience, the technical characteristics of a new product must appear right at the end of the press release, or may be left out altogether.
- The emphasis is placed on the design and/or ergonomics of the product. For the lifestyle press, design is just as important as the information about product characteristics and performance.
- Get the products tested: quite a few lifestyle media have a test section.
- Use plain language: IT-speak is full of acronyms and technical jargon. If you want to appeal to a wider audience, you must ensure that non-computer experts can understand your texts.

Result:

“Almost one-third of all articles about Packard Bell are published in the lifestyle press.”

Due to a targeted and consistent approach, the number of articles about Packard Bell products in the lifestyle media has increased spectacularly. Media coverage of Packard Bell in the Belgian market is far better than in any other European country. Furthermore, lifestyle journalists are now contacting Packard Bell spontaneously for media deals or to test products.



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