



Client: Luggage/Gear Company
August 2002–March 2004

Reader Impressions to Date: 68 million



Success in the Numbers:

- 68 Million Reader Impressions

Markets Reached:

- Adults
- Airline In-flight
- Aviation Enthusiasts
- Boating Enthusiasts
- Business Professionals
- College Students
- General Consumers
- Mothers and Fathers, Families
- Motorcycle Enthusiasts
- Photographers
- Technology – Savvy Business Professionals
- Consumer and Business Travelers
- Urban Lifestyle Consumers
- Videographers
- Young Adults

Product Promotions:

A multipurpose tech gear bag. A fashionable, compact carrying case designed to organize and protect a camera (digital or film) and all its accessories, and is equally well suited for portable audio or handheld computing applications. The Pod has more than twenty pockets and compartments organized in a unique “winged” configuration, and can be carried as either a shoulder bag or belt pack.

The big brother of the original, this larger gear bag was also promoted by PR Results.

A new line of high-tech, interchangeable “micro fasteners,” designed to carry cell phones, compact cameras and other small devices was also added to our roster for promotional purposes in the summer of 2003.

Goals:

- Support holiday sales of core gear bag by garnering publicity within holiday gift guide issues. The original product was featured in USA Today’s holiday gift guide issue in 2003.
- Continue program post-holiday gift guides to garner additional sales of the product in vertical outlets and high-profile, sales generating publications.
- Launch other new products to travel and consumer outlets with Summer travel stories in mind.
- During the second year of our program, we began promoting the next generation of the original gear bag as well as several travel accessories and mobile products. Publicity results for these new products are just beginning but will include Playboy and AAA Magazine.

Challenges:

- Differentiating this company’s technology cases and gadgets from “humdrum” travel cases or the general market offerings– needed to educate media that these products were made above and beyond other offerings in terms of quality; durability and usability/function.
- Advertising support only occurred within a few vertical markets, leaving public relations the main channel for awareness
- Difficult for editors to “capture” the extensive capacity of the products without personally using it in the field; samples and personal trials were needed, resulting in a longer commitment time from editors.



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Publicity Overview by Market Segment:



Airline In-flight & Travel Magazines:

- Aero Connections
- Air Tran Arrivals
- American Eagle Latitudes
- American Way
- Country Discoveries
- Custom Planes
- Hemispheres
- Private Pilot
- Southwest Spirit
- Ultra light Flying

Adult / Men's and Women's Interest

- Bridal Guide
- College Outlook
- Dads Today
- Entertainment Today
- Los Angeles Family
- Playboy
- She Magazine
- Simply the Best
- Swank

Business:

- USA Today Magazine
- Minnesota Meetings & Events
- My Business
- Northwest Meetings & Events
- PRWeek
- Recognition Review

Consumer Technology:

- Computer Link
- Computeruser
- Gear
- E-Gear
- Handheld Mobility
- MacAddict
- MacReviewZone
- Maximum PC
- Mobility
- PC Magazine
- PC World
- Smart Computing
- TheTechMag

Newspapers

- Atlanta Journal Constitution
- Columbus Dispatch
- The Desert Sun
- High Point Enterprise
- New York Post
- Pennsylvania Business Central
- Stars Magazine (syndicated newspaper insert)
- St. Louis Post-Dispatch
- St. Petersburg Times
- USA Today

Recreational, Sports, Hobbies

- Alternative Press
- American Iron
- American Rider
- Boating Life
- Boating and Watersport EXPRESS
- Cruising Rider
- DAC News
- Digital Photographer
- Genre8 (previously Crash)
- Global Rhythms
- Great Lakes Boating Magazine
- InternetVideoMag.com
- Martial Arts Magazine
- Motor Age
- Motor Boating
- Motorcycle Cruiser
- Outdoor Photographer
- Performing Songwriter
- Road Bike
- Towing and Recovery Footnotes
- Unlimited Action Adventure Good Times

Travel

- Car & Travel Monthly (AAA publication)
- International Travel News
- Interval World
- Los Angeles Family
- Travel Holiday
- Travelore
- Travel Savvy