

Pentax

Challenge

Working with Pentax, traditionally renowned for its lens technology in the still imaging market, Harvard created an innovative strategy to launch the Optio MX4 - Pentax's first digital camcorder cum digital stills camera. The goal was to convince the media that this device was capable of both jobs, without compromise. Moreover, the launch was not only about generating review coverage to support sales, but also to act as a vehicle through which relationships with key journalists could be strengthened.

TechnologyMediaTelecoms.

PENTAX

What we did

Harvard developed a campaign that climaxed with a creative launch event - based on a cinematic theme - to raise product and brand awareness. Journalists from key lifestyle, national and trade press were approached in advance of the event and asked to record three minutes of footage and a number of stills images with the

camera. This footage was then collated and edited into a short 'art-house' style film, which was shown to them at a 'premiere' event at a private screening room. The strategy encouraged journalists to contribute to the launch as well as attend. And by distributing review models in advance, review articles followed immediately after the event. Souvenir DVDs of the film were given to all attendees and the winning film-maker received a year-long cinema pass.

Outcomes

Key journalists from a variety of titles participated in the event. Stuff, T3, What Digital Camcorder and What Mobile featured the Optio MX4 as a cover story. Coverage has also been achieved in the likes of Marie Claire, FHM, Nuts, GQ, Arena, The Independent, The Times and The Guardian. All those who took part in the event praised its unique approach and the coverage to date has successfully positioned the MX4 as a true hybrid technology.



case study