

CASE STUDY DENON HEOS LAUNCH

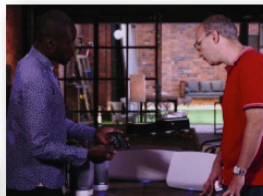
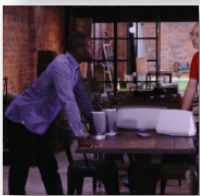
MISSION

Denon is a hugely respected home audio brand that has been at the forefront of a changing industry for over 100 years. In 2014 the firm entered into an entirely new product category as it took on the burgeoning multi room audio market. The task in hand was to transfer the credibility the brand had built in traditional home audio to a new and fiercely competitive arena.



METHOD

We created and enacted a carefully controlled review program, specifically designed to build on the base of respect for the brand in the dedicated home audio community. We initially undertook a press trip to Denon's European conference to offer hands-on viewings of the products under embargo to key influencers. By targeting publications and reviewers who were aware of Denon's audio heritage we were effectively able to communicate the natural progression of the product. Simultaneously, through a carefully managed routine of one-to-one meetings with each reviewer to talk through the system and supplying a constant stream of information about HEOS we were able to retain as much control as possible in a completely independent process, giving the product the best possible chance to shine under scrutiny.



BOOM

A slew of five star reviews and awards from a wide variety of titles across a broad spectrum of media segments including: Mail on Sunday, Metro, T3, Home Cinema Choice, HiFi Choice, Trusted Reviews and The Gadget Show. The HEOS system has picked up group test wins against its closest competitors in T3, Metro and on The Gadget Show. HEOS by Denon received the 'T3 Recommends – most entertaining multi-room' award in the title's 2016 'Most Entertaining Tech in the World' issue, which concluded "The battle between Denon and Sonos is bloody, and there have been casualties – Sonos's PLAY:5 crumbled in the face of the HEOS 7".



**LITTLE
RED
ROOSTER**

We ♥ design, *technology*, fashion
& *the Rolling Stones*.