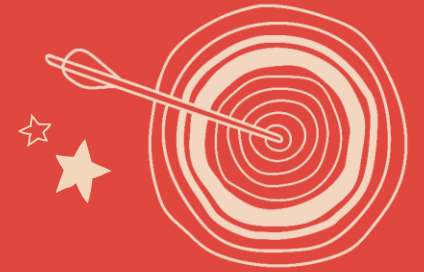


MEZE AUDIO

How we sold out Meze's ALBA headphones in just two weeks



Mission

Meze Audio, the Romanian artisan purveyor of luxury headphones and in-ear monitors, released its most accessible pair of headphones ever. At the most affordable price point in the Meze Audio range, the ALBA in-ear monitors were naturally a very exciting prospect for customers keen to buy in to the Meze Audio brand and its hallmarks of craftsmanship, sustainability and high-quality audio. We needed to maximise coverage opportunities for ALBA to drive engagement and awareness for this significant product launch and increase opportunities to see across the wider market sector.

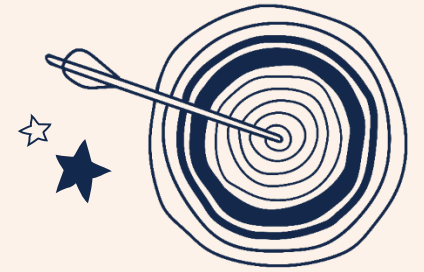
Method

The headphone landscape is famously an exceptionally crowded one. We needed to extract the key USP's of ALBA to ensure they stood out from their competitors. Their unique crossover from hi-fi and audio press to design, lifestyle and even fashion was an interesting proposition for media, meaning we needed a tailored approach when targeting each vertical.

Due to the timings of launch, our press office activity had three core elements: news coverage to create impact, inclusion in prestigious Christmas gift guides and the opportunity to generate exposure amongst new target titles, as well as the execution of a seamless review programme.

MEZE AUDIO

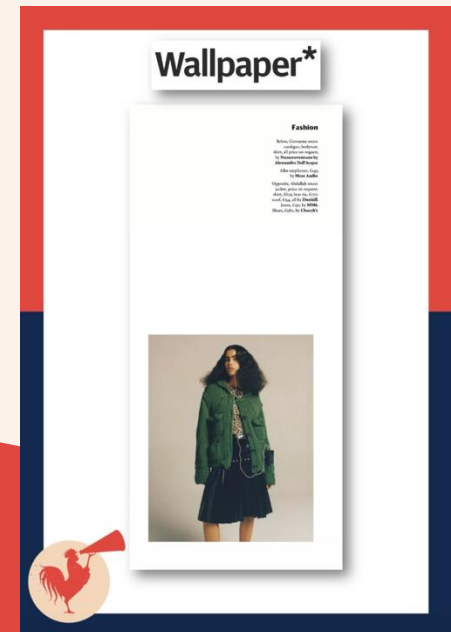
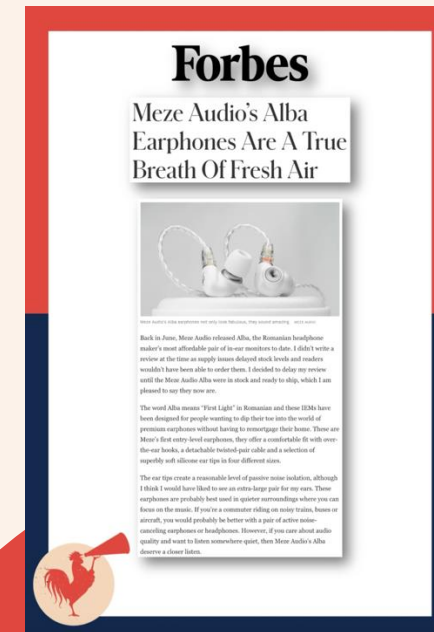
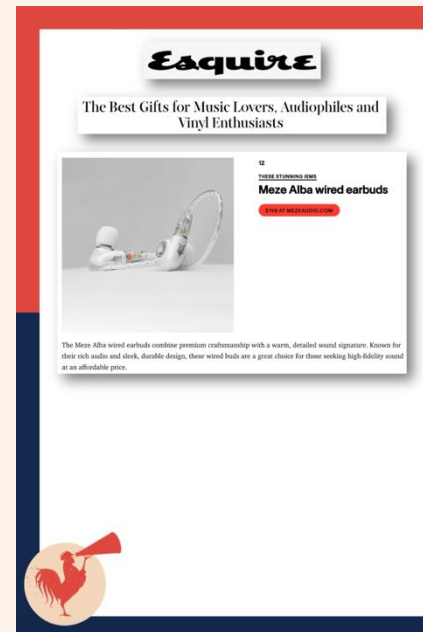
How we sold out Meze's ALBA headphones in just two weeks



BOOM

Coverage in all the main tech verticals as well as **Forbes**, **Esquire**, **Country & Town House** and **Wallpaper*** firmly put ALBA on the map. This was supported by a slew of four and five star reviews, as expected from a brand of Meze Audio's calibre.

But, perhaps most impressively, we were specifically asked to slow down on PR activity as our efforts led to ALBA **selling out within the first two weeks** of launching. There's no greater success story than that!



LITTLE RED

