



BUSINESS PRESS - MILAN / QVC TV CHANNEL REACHES ITALIAN HOMES. HOW TO LAUNCH A NEW CONCEPT OF TV SHOPPING.

Challenge

How we made Italians buy from a channel they would have never thought before.

It all started back in June 2010: Business Press won the pitch for QVC, a 24/7 live TV sales channel that wanted to launch their business in Italy. The company is present and extremely successful also in Germany, UK, Japan and US. On top of it limited time available: the deadline for the launch was on October 1st with QVC broadcasting live shows.

Strategy and Action

- Corporate Media relations activities, a press tour to US to visit the very impressive QVC Studios
- One to one interviews directly with Mr Mike George, The QVC president Worldwide
- A lobby activity on the Italian Ministry of TeleCommunications to help our client gain the best position as TV channel
- On-line communication by our SmartRoom, a social media platform
- A summer beach tour named "I love Casting" (August)
- Launch Press Conference – QVC ENORMOUS BOX was set in Milan central square

Results

- More than 20 interviews to QVC management
- Media coverage in 1 year: more than 200 articles
- Every Italian journalists and influencers heard about QVC!

