



NVIDIA - Reality Tour

Challenge

Following the success of nVidia new graphic product in the US, LF Channel was contacted to organize the Spanish launch simultaneously in SIMO's trade show and in a designated retail shop to potential customers.

Strategy and Action

LF Channel communicated the event in two phases, creating media awareness through press releases and media kits about the event and the new graphics to general, free and IT media. During the trade show, we distributed press folders including information about the Reality Tour, the most recent press releases and background of the company. And finally, LF Channel pitched journalists to visit the Coolmod stand where nVidia latest products were shown and organized one-to-one interviews.

Results

Through online media management and the retail event, nVidia obtained an extended coverage and specifically bloggers and gamers were very active on their online overviews.

