

# CASE STUDY

## Sunset Soiree of Sennheiser

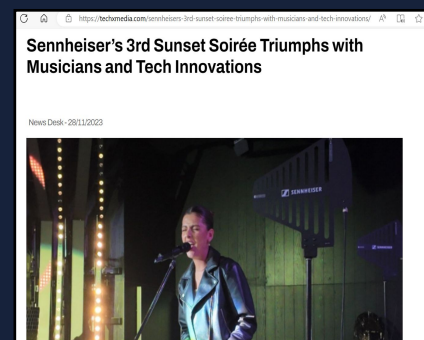
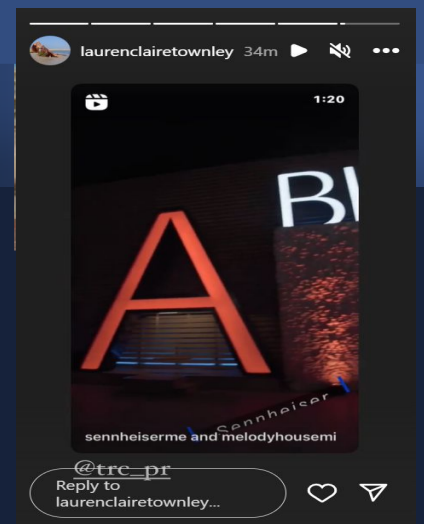
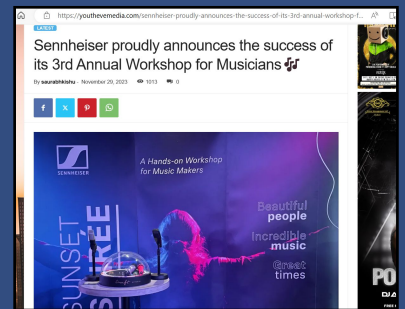
### OVERVIEW

Sennheiser is a prominent audio solutions provider, boasting over 75 years of industry expertise. The company has established itself as a leader in the field, specializing in an extensive array of audio products, including microphones, headphones, wireless systems, and meeting and conference systems.

Renowned for their outstanding quality and performance, Sennheiser's products have garnered popularity among professionals across diverse sectors, including live music, audio for video, live theatre, and studio recording. The company's commitment to innovation is evident, as it consistently pushes the boundaries of audio technology to provide cutting-edge solutions for its clientele.

### APPROACH

TRC initiated a media relations campaign targeting a diverse audience. A combination of visuals and content was disseminated across an extended media landscape with thorough follow-up efforts. Both print and online media received comprehensive coverage, prominently featuring the product in various articles. To enhance this outreach, TRC effectively secured support from additional media outlets.



## CONCLUSION

In a harmonious symphony of strategic communication, our PR company orchestrates impactful campaigns for musical brands. By meticulously navigating diverse channels, including traditional and digital media, we create an electrifying buzz that resonates with audiences in both English and Arabic. Our tailored approach ensures that musical brands capture attention and achieve their business objectives, propelling them into the vibrant landscapes of the UAE and GCC markets through strategic distribution channels. As the conductor of success, our PR company remains committed to amplifying the voices of musical brands and creating lasting impressions that reverberate across diverse audiences.

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## RESULT

Total of 11 coverages in the leading English and Arabic dailies, business and media. Media titles included the top names such as Zawya, Trade Arabia, Tech x Media, AL Khaleej and the coverage spanned over MENA, KSA & UAE region. The reach of media coverage calculated by applying AMEC standards amounted to **683,100** while the **value** of it also calculated by internationally accepted norms amounted to **\$100,864.37**.



**683.1K+**  
Reach



**100,K+**  
AEV

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## ABOUT US

TRC is managed and founded by experienced PR and Media professionals with proven capability. Our approach is based on understanding clients' businesses and their objectives, translating them into communication objectives and a strategic comprehensive plan for implementation. We offer flexible programmes to cater to clients needs, be it to build credibility, increase awareness or establish reputation. TRC's team is committed to delivering result oriented communication solutions through tried and tested processes. Media relations is one of our strengths as is content creation and social media. We are able to provide insights and guidance due to many years of experience in diverse industries and verticals.