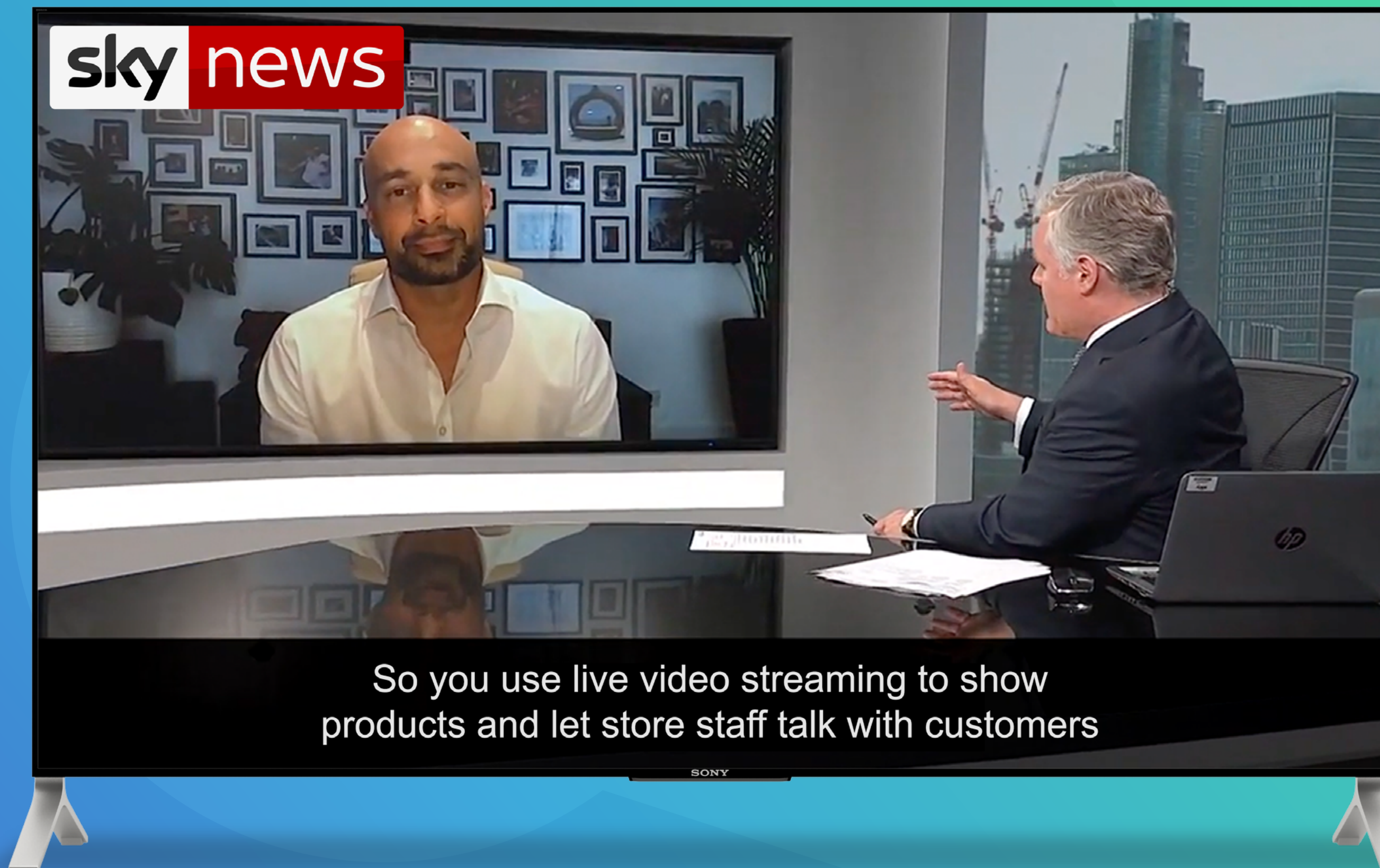


GO INSTORE: RESCUING RETAIL

Go Instore offers an innovative live-video shopping experience. The pandemic had the potential to accelerate demand for their service, so they needed to ramp up coverage quickly.

“Champion Communications has gone above and beyond to deliver brilliant coverage from the offset at a crucial time for Go Instore. This is exactly the sort of impact we had hoped for!”

André Hordagoda
Co-Founder and Co-CEO, Go Instore



22

Pieces of coverage achieved in tier-one publications, reaching an audience of 260 million. KPI exceeded by 10%.

4

Pieces of coverage generated in national and broadcast outlets, including Sky News, CNBC, BBC Click and City AM.

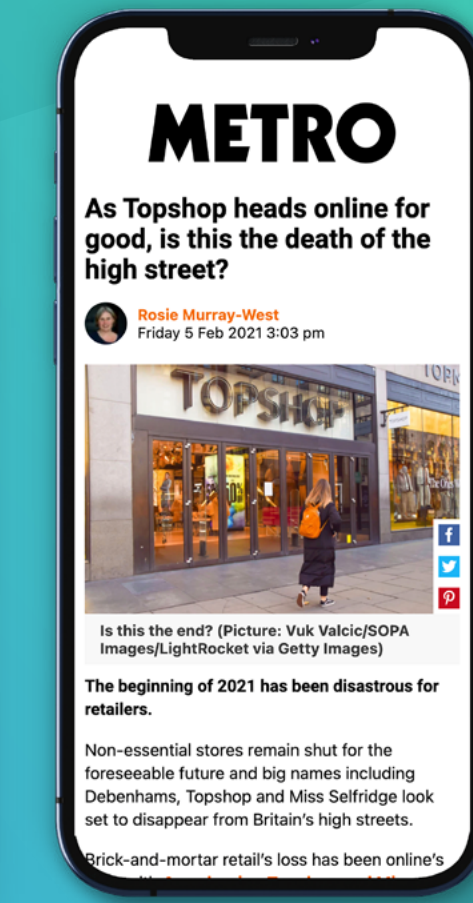
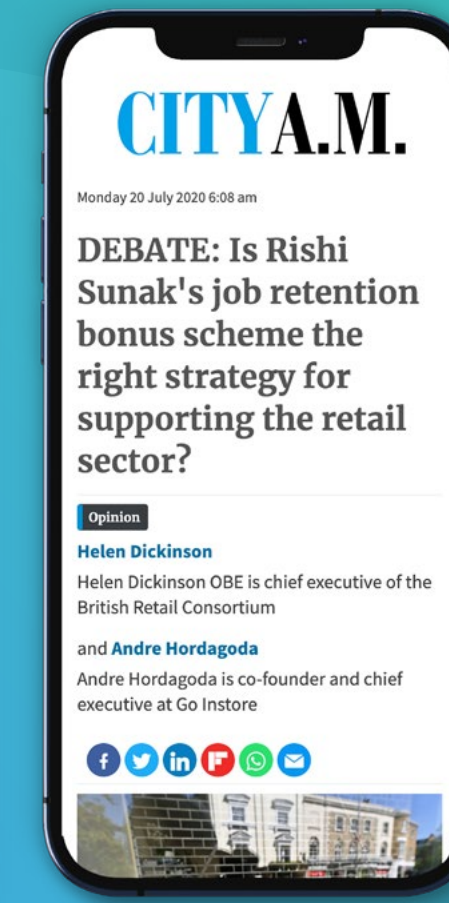
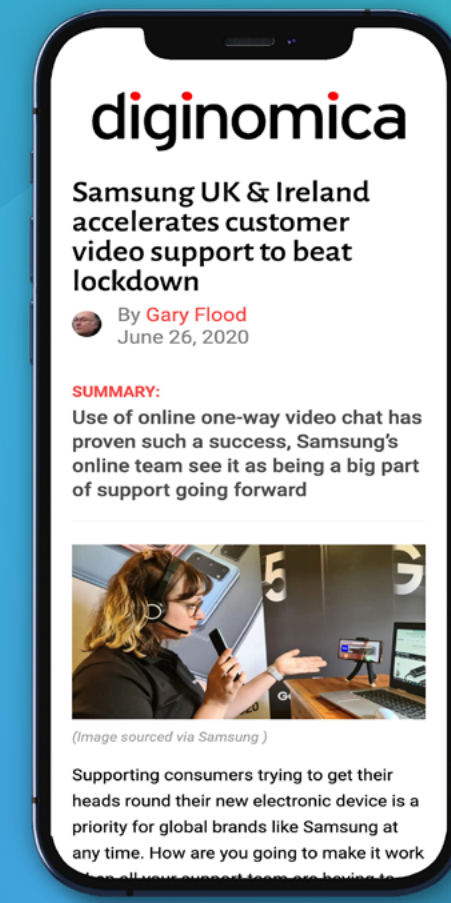
52%

SoV achieved during the campaign, thus achieving the KPI.

5

Champion's coverage was directly linked to the sales team booking meetings with 5 new prospects, including Microsoft, IKEA, Kickonomy, Mejuri and Abbot Lyon.

GO INSTORE: RESCUING RETAIL



“We were delighted to hear one of our prospects say Go Instore is all over the press at the moment, while our sales team have also had success booking meetings by sharing earned media coverage with prospects.”

André Hordagoda
Co-Founder and Co-CEO,
Go Instore

