GO INSTORE: RESCUING RETAIL

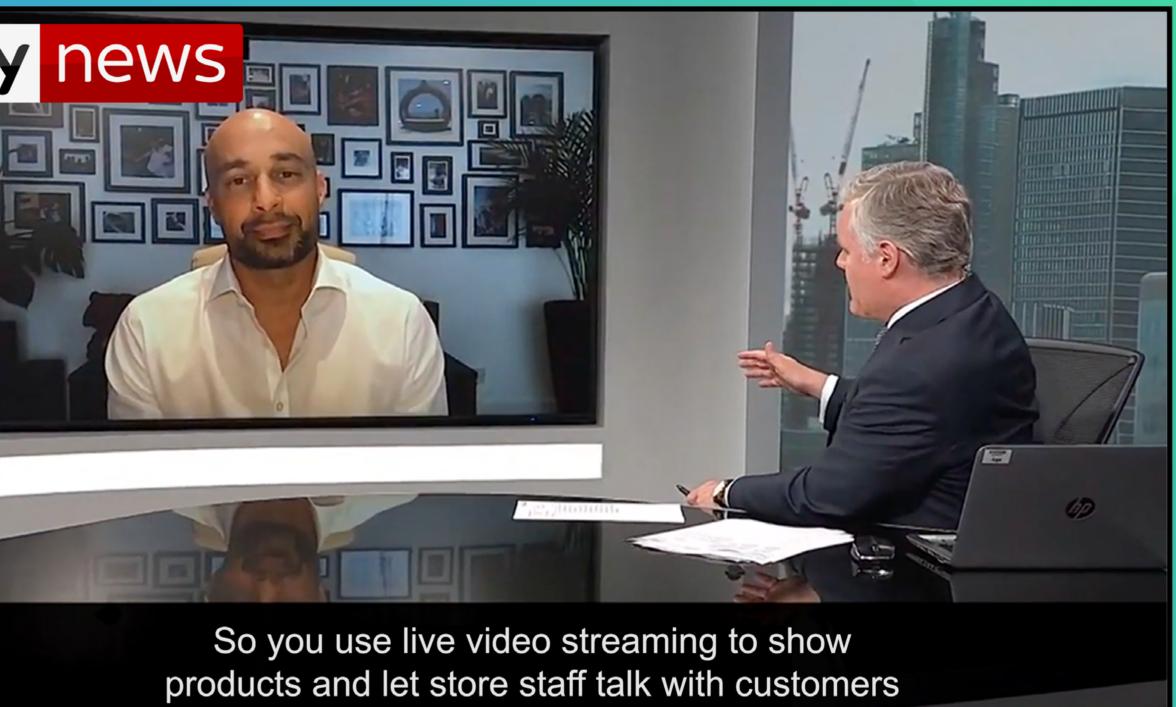
Go Instore offers an innovative live-video shopping experience. The pandemic had the potential to accelerate demand for their service, so they needed to ramp up coverage quickly.

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









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



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



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SoV achieved during the campaign, thus achieving the KPI.



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

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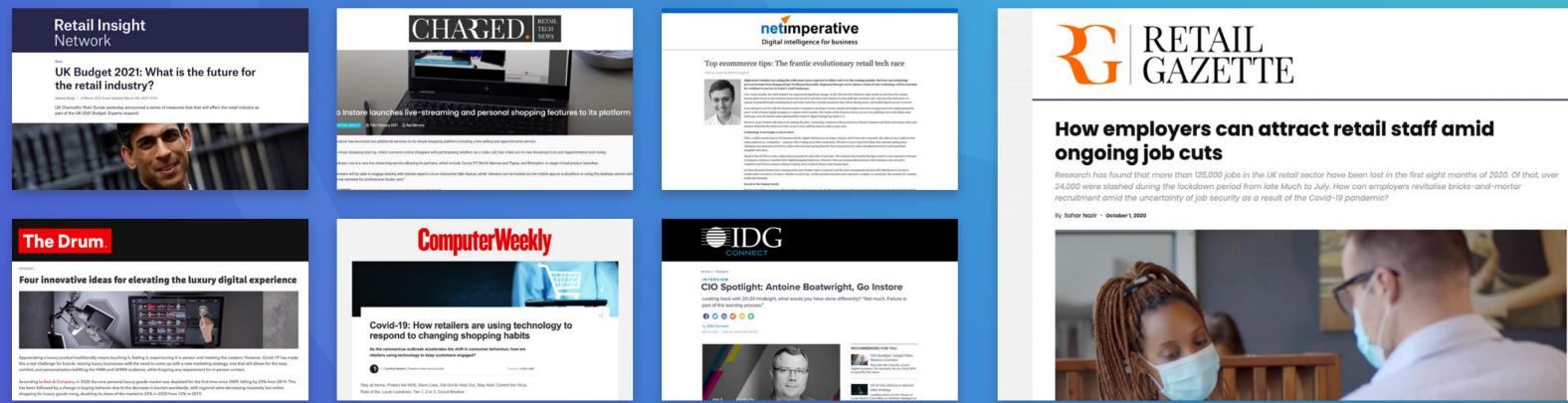
Samsung UK & Ireland accelerates customer video support to beat lockdown By Gary Flood June 26, 2020

SUMMARY

Use of online one-way video chat has proven such a success, Samsung's online team see it as being a big part of support going forward



Supporting consumers trying to get their heads round their new electronic device is a priority for global brands like Samsung at any time. How are you going to make it work



Coverage samples

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DEBATE: Is Rishi Sunak's job retention bonus scheme the right strategy for supporting the retail sector?

Opinion Helen Dickinson

Helen Dickinson OBE is chief executive of the British Retail Consortium

and Andre Hordagoda Andre Hordagoda is co-founder and chief executive at Go Instore







Rocket via Getty Images) The beginning of 2021 has been disastrous for

Non-essential stores remain shut for the foreseeable future and big names including Debenhams, Topshop and Miss Selfridge look set to disappear from Britain's high streets.

nd-mortar retail's loss has been o

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