

PRWeek

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CRITICAL HIT V-Moda convinces CNET to listen

Who is your client and what are its media goals?

Michael Olguin: Our client is the music-lifestyle brand V-Moda, which designs and markets innovative, high-quality earphones. They were looking for us to help them connect with tech-savvy, fashion-forward consumers.



Name: Michael Olguin, president, Formula PR (Los Angeles)

Placement: CNET.com, October 3

Pitch timeline: Three weeks

Why did you decide to target CNET.com and how did you go about pitching the editors there?

Olguin: We'd gotten a handful of earlier reviews, but since CNET Editor's Choice picks have been consulted by 28 million people before they made purchases, we knew the site had to be one of our top targets. We didn't have a previous relationship with anyone on the CNET staff, but we did some research and singled out consumer electronics reviewer Jasmine France. We then made our pitch and sent samples directly to her.

Getting good reviews is no sure thing. Was there anything you did to improve your chances of becoming a CNET Editor's Choice pick?

Olguin: The real key to reviews is representing companies with great products. Everyone at our agency had tried the V-Moda headsets and knew they blew away the competition. We ended up sending four samples each of V-Moda's two products along with plenty of background information on the company and the headphones.

What was the impact of the hit?

Olguin: CNET selected the V-Moda's Bass Freq headphones as an Editor's Choice pick on October 3. That meant V-Moda could put the CNET Editor's Choice award seal on their Web site, product packaging, and in promotions – adding a valuable third-party endorsement that speaks directly to the tech-savvy consumer.

The CNET.com review was also picked up by other influential Web sites, including ZDNET and ABCNews.com, and played a role in generating an additional positive review in *The San Francisco Chronicle*. Needless to say, everyone at V-Moda was thrilled. ■

David Ward