



## Meridian



Meridian approached 4mediarelations seeking to publicise the launch of their new Master Quality Authenticated (MQA) range of audio equipment, a revolutionary technology which brings live-quality sound to recorded music. As one of the world leaders in audio innovation, Meridian staged their launch showcase at another bastion of British engineering prowess: The Shard in central London. 4mediarelations was tasked with publicising both the event itself and the subsequent media and consumer buzz generated.

### The Campaign

The 4mediarelations production team attended the launch event on 4th December 2014, filming the event in full, along with an interview with Meridian founder and MQA inventor, Bob Stuart, plus extensive b-roll footage.

The footage was edited and seeded to websites and broadcast outlets across the UK and Europe.

4mediarelations also organised a radio day with Bob as the spokesperson, focussing on the cutting-edge British technology and innovation that was at the heart of the new range.

Utilising the glitzy London launch as a hook, the team organised ISDN-line interviews with radio stations up and down the UK, giving Meridian the ideal platform to showcase the rude health of British engineering and the joy of live-quality sound recording.

### Coverage

4mediarelations, utilising the bursting contacts book of the sell-in team, helped Meridian achieve excellent exposure for the launch of MQA.

Alongside securing some of the strongest industry press coverage available with placement on Music Radar, the campaign achieved extensive national coverage.

Not only did it receive national TV coverage on BBC Click, but Sky News Radio and German national TV station, ZDF, also ran the story, ensuring MQA was seen and heard by millions of consumers all across Europe.

### Summary of Success

Audience Reach: 38,508,799

Total Items of Coverage: 12

Total AVE: £1,192,742.38

PR Value: £2,981,855.95

