

**TREKSTOR**<sup>®</sup>**TrekStor  
Entertainment Park****Objective**

The 2008 objective was to shift TrekStor's positioning from mere product manufacturer to dynamic enterprise in the music entertainment and lifestyle sector. The idea was for TrekStor to be perceived not just by PC fans, but also by music lovers, musicians and young technology fans, and as a firm fixture in the music and lifestyle market. Schwartz PR was commissioned to develop a communication concept in conjunction with the client which would firmly establish TrekStor as a music and entertainment brand.

**Description**

TrekStor is one of the leading providers of MP3 players, external hard disks and USB sticks in Germany. Founded in 2001, this family-owned company is one of the leading German manufacturers in the mobile entertainment and storage solutions segment. All TrekStor products are developed at the company headquarters in Lorsch and some of them are manufactured in Germany. TrekStor also has its own design department and a comprehensive qual-

ity management system in Lorsch. Since mid-2007, TrekStor has been entering into an increasing number of partnerships, joint ventures and sponsorship agreements with music artists to position itself in the music entertainment market. In January 2008, a testimonial contract was concluded with famous German music producer, Dieter Bohlen.

One important aspect of the concept was TrekStor's presence at the two highest publicity technology fairs in Germany, CeBIT and IFA. TrekStor's presentations at these fairs weren't defined by the products it manufactures alone; they focused on TrekStor being a music industry partner. It achieved this by converting its own pavilion at each fair into a TrekStor Entertainment Park. At CeBIT, the entertainment park was 3,800 m<sup>2</sup> in size, and at IFA it was 2,000 m<sup>2</sup>. Every day the company hosted an entertainment programme with live performances by celebrities, fashion shows, prize draws and autograph sessions, on the TrekStor stage. In order to give TrekStor additional presence as a music and entertainment company in the music and lifestyle target groups by generating coverage in lifestyle and youth publications and the relevant sections of national and regional daily media, SPR organised a daily press breakfast, invited key journalists to attend the events in person, provided several guided tours of the Entertainment Park every day for TV and radio stations and arranged in-situ interviews

with the stars, TrekStor representatives and famous presenters.

## **Results**

Between January and October 2008, we generated media coverage of 1,559 articles and 39 TV features. The total print and online contact reach was 316,858,834 readers. During CeBIT, the number of articles published in key new target media in the music and lifestyle press increased. In January, TrekStor's latest products were predominantly receiving coverage in PC magazines and portals. In February, after the first CeBIT announcements, articles were already appearing in entertainment-relevant media such as Freizeit Revue, TV Spielfilm, das neue and Neue Woche. The regional newspapers such as Hannoversche Allgemeine Zeitung and Neue Presse featured almost daily reports on the entertaining TrekStor fair programme and they sent photographers over on several occasions. Numerous TV stations such as ARD, SAT 1, RTL, VOX, 3sat and SWR reported on the many celebrities and Dieter Bohlen being in the TrekStor hall. In February, only 33% of TrekStor coverage was in relevant lifestyle media. In March, the proportion of coverage in lifestyle, music and regional daily media had increased to 89%. The print results in conjunction with the IFA fair also confirm the success of the SPR-initiated

communication concept. Numerous articles were published in target group-relevant media such as Penthouse, das neue, Berliner Morgenpost and Berliner Kurier, and diverse TV stations such as ARD, ZDF, Pro7, RTL and SAT 1 also covered TrekStor. The IFA trade fair magazine, Heute, contained almost daily reports from and about the TrekStor Entertainment Park. Even after the IFA, 83% of coverage could still be attributed to lifestyle media and daily newspapers.