



KS-7

- CD + Graphics player with +/- 10% pitch control
- Display graphics output on most TV's
- Tape player with +/- 5% pitch control, and record facility
- Dedicated audio mixer controls
- 2 x microphone inputs with bass, treble and echo controls
- 2 x microphones supplied
- Multiplex switch for auto vocal cut with appropriate discs
- Variable depth of auto vocal cut
- Master bass, treble and volume controls
- Built in amplifier (power output 2 x 15 watts RMS)
- Sound sensitivity control

The Challenge

Northamptonshire-based Acoustic Solutions has consolidated its position as one of the UK's fastest growing companies, having achieved high-ranking positions in two of the country's premier business awards listings – the Sunday Times Virgin Atlantic Fast Track 100 and the Real Business/LDC Hot 100.

They wanted to launch a new range of audio products carrying the Pop Idol branding in a tight time frame and restricted budget.

The Solution

With no funds available for advertising, the promotion was focused on a public relations campaign aimed at three key market sectors: pre-teens, teenagers and predominantly female adults.

Designed to ride off the back of the TV series which was being aired in the months before Christmas, the campaign focused on running a series of promotions and competitions in key target publications. The campaign included product placement on TV programmes, editorial and test reviews.

The Result

From a start up position, the range achieved a stunning £4m turnover at retail in the three months to Christmas, achieving its 12 month target in under 6 months and going on to become the most successful licensee for 19TV, the Pop Idol brand licensing company.



"Leapfrog changed our perception of PR companies; they write hard hitting press releases that get extensive coverage in our key media."

"I love their enthusiasm, persistence and attention to detail."

Simon Parslow, Sales & Marketing Director – Acoustic Solutions Limited