



CASE STUDY
AirHelp

AirHelp is the world's leading travel tech company tackling flight disruption. They help travellers receive compensation for delayed or cancelled flights. Prior to The Jargon Group, AirHelp were looking to drive brand awareness across the UK, and Canadian markets. They wanted to educating their target market on their services, and create credibility through editorial media coverage.

What We Did:

Generate PR strategy to expand media presence in the UK, Ireland and Canada

Corporate-focused campaigns profiling the CEO, via thought leadership articles and media briefings, to drive brand awareness and showcase industry expertise

Improve news flow via press releases sharing the company's unique data insights

Results:

1

Secured 160 pieces of coverage across the national, travel, business and technology press

2

Established key spokespeople as thought leaders through insightful and well-crafted content

3

Created meaningful relationships with the influential press through sustained engagement and media relations

Media Coverage Examples Secured:

