

Category Best use of Press & Public Relations
Description TradeHelp App Launch
Client TradeHelp
Agency CIB

Original Target

1,500

App Downloads
by 1st September 2018

Actual Results

3,115

App Downloads
By 31st August 2018

ACHIEVED TARGET
1,500
 App Downloads

Buying Group Members
INCREASED
 from **314**
 to **933**



“TradeHelp approached CIB to guide us through the launch of a new mobile app within the industry press. They surprised us by strongly advocating that we hold an editor’s lunch in London – to present the app and meet some of the key people. The support and advice provided in the lead up to the event were instrumental in enabling us to showcase our product and services to best effect, and we are delighted with what has followed.”

Sophie Hedgecoe
 Project Manager
 TradeHelp