



# Client: Fujitsu

## Project: Thought leadership

2009  
**PRWeek**  
ONES TO WATCH

### OBJECTIVE

Differentiate Fujitsu's retail division from its competitors and position the team as thought leaders in retail.

### STRATEGY

- Use hook of Fujitsu exhibiting at the leading retail technology exhibition in the UK – stand designed as a retail store of the future
- Focus the campaign on improving the customer experience through technological innovation
- Pan-European research of consumers and leading retailers

### RESULTS

- 40 pieces of coverage
- Dominated the share of voice at the exhibition
- 14 media tours and interviews
- Positioned Fujitsu as a thought-leader
- Three awards won at the European Retail Solutions Awards

The relentless pursuit of results

