



PR AND COMMS

CASE STUDY

FUJIFILM

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KELLY SWINNERTON

PRODUCT AND MARKETING MANAGER,
FUJIFILM NZ

THE CLIENT

Fujifilm is one of the best-regarded camera brands worldwide, with an award-winning range that has something to suit every kind of photographer. Fujifilm X Series cameras combine traditional styling with cutting-edge innovative technology to “make you fall in love with photography all over again.”

THE OPPORTUNITY

Fujifilm needed to increase awareness, understanding and appreciation of its mirrorless X Series cameras and accessories amongst professional photographers and amateur enthusiasts in NZ. This would generate active interest in, and consideration of, X Series cameras and, ultimately, help drive sales.



THE SOLUTION

We designed, and now run, an ongoing ‘heads and hearts’ PR programme, focused on media relations, which builds positive rational perceptions and emotional connections with the target audiences for the X Series.

The programme highlights Fujifilm’s passion for photography, technical expertise, commitment to innovation and dedication to its customers. It engages the right influencers with the right stories to generate high quality earned media coverage that creates a persistent positive buzz in the NZ market.

It employs a dynamic mix of content and tactics, including:

- creative campaigns (e.g. a survey story on the things New Zealanders find tricky about taking photos),
- product news and reviews,
- thought leadership and advice articles,
- Fujifilm X-photographer profiles and stories,
- feature comment and news hijacking,
- event support, and
- competitions and giveaways.

THE RESULTS

We achieve regular positive coverage across a wide range of NZ media, including broadcast, national, regional, photography, consumer lifestyle, travel and business.

Highlights so far have included:

- Interviews on Newstalk ZB, RadioLive and TV3’s The Café with Fujifilm spokespeople
- Camera launch and review coverage across Stuff.co.nz and regional newspapers (in print and online), as well as specialist photography titles
- A competition with NZ Herald Travel that, on its own, generated 22 pieces of coverage, including a brand mention on the front page of the paper

“Hubbub provides huge value to me and, most importantly, its work has had a substantial positive impact on the business. Its team of experienced PR specialists are creative, strategic and proactive – devoted to getting great results. For instance, they don’t wait for me to give them stories, but are constantly coming up with lateral ways to get Fujifilm X Series cameras covered. They also have a keen understanding and love of the high-tech aspects of our technology, which is uncommon among NZ agencies.”

KELLY SWINNERTON

PRODUCT AND MARKETING MANAGER
ELECTRONIC IMAGING, FUJIFILM NZ

“When we launch new cameras in New Zealand, we need great media coverage. It’s critical to sales – simple as that. And Hubbub delivers every time. For our flagship X-T2 camera, for instance, the launch coverage we got was key to us selling out in the first week!”

FLEUR INSLEY

PRODUCT AND MARKETING MANAGER
ELECTRONIC IMAGING, FUJIFILM NZ