

## Kogan Technologies case study

Kogan is a wholly-owned Australian company established in 2006 by entrepreneur Ruslan Kogan. Seeking a better deal on a big screen LCD television, Mr Kogan began sourcing units direct from Chinese manufacturers.

Kogan Technologies has a unique business model that deals directly with the manufacturers, sources the best value components and passes the savings onto Australian consumers, through reduced prices. All of the Kogan Technologies products are available direct from [www.kogan.com.au](http://www.kogan.com.au)

### PR Objectives

- To communicate the price reduction of Kogan's 10 inch netbook
- To increase the sales of Kogan Agora netbooks

### Approach

To reach a wide audience, BENCH PR drafted a media release announcing the price reduction of the 10 inch Kogan Agora netbook, the first available under \$400. This release was then sold into key consumer tech publications and the technology sections of the metropolitan newspapers.

BENCH PR also organised a journalist review program for the Kogan Agora to ensure journalists could see and test the netbook for themselves.

### Results

- [http://www.goodgearguide.com.au/article/314779/netbook\\_price\\_slash\\_kogan\\_knocks\\_10\\_0\\_off\\_agora\\_notebooks](http://www.goodgearguide.com.au/article/314779/netbook_price_slash_kogan_knocks_10_0_off_agora_notebooks)
- [http://www.techworld.com.au/article/314773/kogan\\_drops\\_10-inch\\_linux\\_netbook\\_price\\_399](http://www.techworld.com.au/article/314773/kogan_drops_10-inch_linux_netbook_price_399)
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- <http://www.pcauthority.com.au/News/155665,from-the-labs-who-has-the-best-sub-650-netbook.aspx>