

eStore.com.au case study

eStore.com.au is Australia's largest independent IT online retailer. Established in 1991 by Lorenzo Coppa, the company provides over 24,000 quality IT, technology and digital products to consumers, corporates and small to medium sized businesses.

PR Objectives

- To launch new company eStore.com.au, formerly known as City Software
- To increase the profile of eStore.com.au with the consumer and small business media

Approach

BENCH PR hosted a messaging session to determine what the key points of difference were for eStore.com.au in a crowded online marketplace. BENCH PR launched the new company, eStore.com.au not only to the media, but to customers and a wider audience by developing communication materials such as letters, presentations for conferences, identifying and confirming speaker opportunities and through entering key business awards.

BENCH PR also created a 'Free-GST Weekend' campaign at the time of the GST row on imported goods in the media, to demonstrate that Australian online retailers have to compete on a global scale so 'bricks and mortar' retailers need to stop complaining and change the way they operate.

Results

- In the six months from January until June 2011 BENCH PR achieved over 40 pieces of media coverage for eStore.com.au. These included two interviews with Sky News, an interview with Anthill TV, articles in PC Authority, MacWorld, The West Australian and a number of articles in Dynamic Business, My Business and Smart Company.
- BENCH PR identified an opportunity in BRW for Entrepreneur of the Year 2011 and entered CEO Lorenzo Coppa. He was chosen as one of seven finalists selected, with a full page in BRW.
- BENCH PR also entered eStore.com.au into the Telstra Business Awards 2011. They were shortlisted as one of five Victorian businesses, following thousands of applications.
- <http://dynamicbusiness.com.au/articles/articles-finance-cash-flow/estore-gst-free-gerry-harvey-tax-2316.html>
- <http://www.smartcompany.com.au/retail/20110114-online-retail-offers-customers-gst-free-shopping-to-highlight-competitiveness-of-local-e-tailers.html>
- <http://anthillonline.com/lorenzo-coppa-dishes-up-the-secrets-of-success-for-online-retailer-estore/>