

Prototype testing of Land Rover Explore Outdoor Phone



“ We couldn't have asked for a better community of outdoor people to test the Land Rover Explore Outdoor Phone! ”

John Helliwell, Senior Brand Marketing –
Land Rover Explore, Bullitt Group Ltd

Prototype Testing

Objective:

In cooperation with Land Rover, the Bullitt Group launches a mobile phone that is specifically developed to meet the needs of active outdoor people. To fuel the communication ahead of the market launch set for January 2018, Bullitt aims to identify 100 independent and outdoor-minded beta testers to verify the phone specifications.

Solution:

The testers create authentic product feedback, provide a proof for the technology choices and give credibility for the phone upon market launch. Through the ISPO network, Bullitt Group achieves quality user-generated content about their device and service as well as content marketing to support the market entry. Bullitt Group gains visibility, recognition

and awareness within an “expert” consumer group as well as sports industry professionals.

Project results:

Bullitt Group gains visibility, recognition and awareness within an „expert“ consumer group as well as sports industry professionals. Quality user-generated content about the device and service as well as content marketing to support the market entry.





The project in numbers:

1,700+ applications
50 final testers
310 test reports
399 pictures
34 videos



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