

SUCCESS STORY

Naim Audio



Naim Audio Leverages Advocates To Build Awareness and Reach New Retail Shoppers

Shoppers typically want to listen to an audio system before they buy it. But how can an online customer gauge sound quality well enough to make an informed buying decision? It's especially difficult for shoppers who are considering buying from a brand they haven't bought from before — they have no reference point for sound quality.

Naim Audio, a manufacturer of high-end audio systems, demonstrates its value to potential customers by leveraging the opinions of brand enthusiasts who have touted the company's high-performance products for decades.

"Our 40-plus years of heritage, high-quality sound and award-winning industrial design are major selling points," says Talea Bartlett, Digital Marketing Manager at Naim Audio. "It's really hard to tell people who haven't experienced our product that it sounds amazing. So, we use the experience factor of our current customers to communicate our unique selling points."

GETTING IN FRONT OF SHOPPERS WHERE THEY BUY

Prior to implementing Bazaarvoice, Naim Audio had no way to capture and share positive sentiments from satisfied customers.

With consumers increasingly skeptical of brands' marketing messages,¹ Naim Audio recognized the need to provide shoppers with the highly trusted, authentic opinions from other consumers.

Endnotes

¹ Forrester, "How branded content will unlock the key to consumer trust." 2013. <https://www.forrester.com/How%2BBranded%2BContent%2BWill%2BUnlock%2BThe%2BKey%2BTo%2BConsumer%2BTrust/-/E-PRE4784>

AT A GLANCE

Challenge

Demonstrate the quality of the brand's high-performance audio systems and compete against more well-known companies.

Solution

Use authentic customer reviews from brand enthusiasts to communicate the value of the products on the company's behalf.

Benefit

Drive awareness and grow sales in retail channels.

Featured Solutions



Bazaarvoice
Ratings & Reviews



We're up against larger, more well-known companies. Customer reviews have increased awareness of our brand and products by improving our presence [...], which is pushing sales in our key stores.

Talea Bartlett

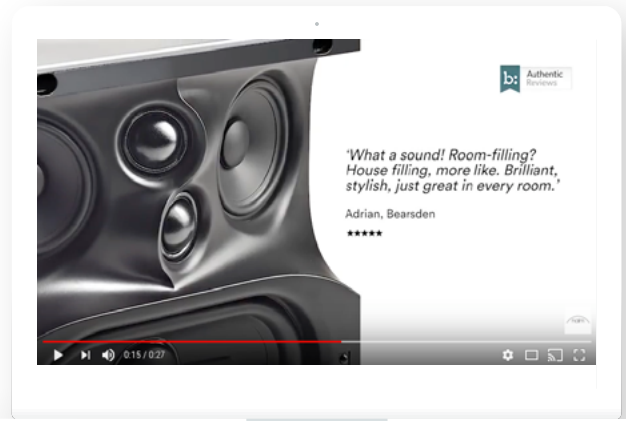
Digital Marketing Manager, Naim Audio

"We were saying how great our products were, but we offered no social proof," says Bartlett. "Our customers love us, and we needed to illustrate that to new audiences who have never heard of us."

Naim Audio now collects reviews and distributes them to major online retail sites in the Bazaarvoice Network, which connects thousands of brands and retailers with millions of shoppers worldwide to reach people with the content they need in the moments that matter.

Within a couple months of launch, the company gathered nearly 1,000 reviews, resulting in more than 2,800 reviews displayed across several major retail sites in the Bazaarvoice Network.

"By leveraging the network, we're now reaching out to prospective buyers at retail sites and essentially saying 'this is why you should buy us.'"



The volume of content is driving significant value and fueling Naim Audio's retail channel success.

"We're quite a high-end niche British manufacturer, which is well known in the audio sector. But in the broader consumer electronics industry, we're up against larger, more well known companies," says Bartlett.

"Customer reviews have increased awareness of our brand and products by improving our presence on those sites, which is pushing sales in our key stores."

EXTENDING THE VALUE OF REVIEWS

Naim Audio broadens the impact of the voice of the customer beyond the product page by using reviews to validate the brand's competitive differentiators in social posts, digital and print ads, brochures, videos, emails, and in-store at point-of-sale.

A successful ratings and reviews strategy also supports the company's channel relationships. "We value our retailers," Bartlett says. "We give them everything we have to help them represent us in the best way possible."



COMPANY PROFILE

Audio products

CLIENT SINCE

2017

ABOUT THE COMPANY

Naim Audio is a British manufacturer and designer of a vast range of high-end sound systems and products for worldwide distribution.

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