



A SCOOP OF SUCCESS

When FirstBuild launched the innovative Opal Nugget Ice Maker, AKHIA's comprehensive PR efforts put it in the spotlight—and sales heated up immediately!

THE QUICK TAKE



RESULTS ON THE ROCKS

USA TODAY'S
Facebook Video to Date

58M views
119k comments
704k shares

Site Traffic
60 Hours After Video
Was Posted

74k visits
91%
were new visitors

Sales Spike
60 Hours After Video
Was Posted

10x boost in sales

WHAT DROVE OUR SUCCESS?



Unique + Engaging
We told an interesting story that hadn't been told.



Affordable Luxury
Our efforts proved we're on top of the latest trends.



Simple + Straightforward
We highlighted an easy-to-understand-and-use product.



Helping Hand
Our good relationships with the media helped drive our efforts forward.