



SPEAKING OUR LANGUAGE

GE Appliances tasked AKHIA to get the word out on their voice-recognition advances as consumers become more acclimated to digital home assistances. To position GE Appliances as the leader in connected appliances, our efforts led to a Wall Street Journal article.



THE QUICK TAKE



ABOVE-THE-FOLD RESULTS

As the only appliance brand mentioned in the article, GE Appliances saw some impressive results:

43,634,142
Unique online visitors/month

Print circulation of article:
1,180,460

3 GEA SMEs
interviewed and
quoted in the article

WHAT DROVE OUR SUCCESS?



Special SMEs
Multiple GE Appliances SMEs formed a robust story that kept readers engaged.



All-Out Collaboration
This five-month, three-team collaboration involved an appealing theme that satisfied the wants of all teams.



Succinct Storytelling
AKHIA pitched a unique angle, focusing on consumer preference rather than product offerings, ultimately creating a better chance for reader engagement.

