

PRWeek

Formula PR wins Swiss Army electronics account

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MONROE, CT: Victorinox Swiss Army has selected Formula PR to lead PR work for its electronics division, with an emphasis on driving exposure for the iconic brand in the consumer technology space.

"We want to continue to innovate," said Rene Stutz, president of Victorinox Swiss Army, North America. "As times are changing, we need to become more innovative, and make sure that we are keeping up. We've taken our Swiss Army knife and have implemented some key elements to it that fit more into this electronic world."

Swiss Army's electronic offerings include a number of USB and LED additions, many of which are in tandem with the 100-plus-year-old brand's signature knife and tool pieces. The products have encryption technology, as well as a version that uses biometric fingerprint recognition for access.

"The reason we reached out to Formula is because we're really in the outdoor market, and we are used to talking to fishermen and sporting goods stores," Stutz said. "As we head more into the electronics realm, we really need help from an agency that has the expertise to guide us, and gain the credibility that we want to obtain there."

Formula PR was chosen based on earlier project work for Swiss Army's debut at the Consumer Electronics Show in January, he added. This month, the firm supported the brand's launch of the new Slim product line through a media tour and secured editorial coverage in business, consumer, travel, and technology magazines.

Moving forward, there will be a continued push toward driving editorial coverage, as well as online and social media efforts, and planning for the upcoming holiday season.



The agency's consumer technology team, which launched last year, is handling the account, said Michael Olguin, president of Formula PR. Swiss Army joins other related clients such as Pioneer Electronics and Mophie, a manufacturer of portable battery cases for Apple products.

"We're really about raising awareness for the products, and raising awareness for Swiss Army as a brand in consumer technology," Olguin said. "It can be challenging. It is very important for them to be in the blog space and places where you need coverage to get recognition of Swiss Army as a player in that market."

Stutz would not disclose the budget, but said it represents approximately 10% percent of the company's total Swiss Army knife business.