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One year after IPO, FIXED.zone sales grow 22%, brand launches new campaign

One year since the extremely successful IPO and the entry onto the Start market of the Prague Stock Exchange, FIXED.zone shareholders are receiving very positive news. The Czech manufacturer of accessories for smartphones, tablets and wearable electronics has increased sales by 22% this year (as of 30 September 2022) in a year full of challenges. At the end of the year, total sales should reach CZK 388 million, compared to CZK 315 million in 2021.

"For this year, we will have about a fifth more sales. We are significantly increasing the number of accessories sold. We are strengthening the development of our own products, expanding into new markets, for example in the Netherlands, Portugal, Poland and France, we want to increase production in the Czech Republic and last but not least we want to significantly strengthen the awareness of the FIXED brand," said Daniel Havner, founder of FIXED.zone.

FIXED brand launches its first "big" campaign

FIXED.zone, a manufacturer of accessories for smartphones and other wearable electronics, has created its first communication campaign together with WMC Grey, with whom it [has been working on its comprehensive strategy](#) since June this year.

"The campaign is a culmination of the brand boosting project we have been carrying out for the FIXED brand, and at the same time a translation of theory into practice," says Jan Plajner, brand development director at WMC Grey. The campaign, featuring the hero product, the PD 30 W mini charger, was created with a completely new visual style and tonality. These are the result of an overall repositioning of the brand's communication, reflecting FIXED's expansion and long-term vision.

"The WMC Grey agency helped us to define our roots and brand purpose very precisely and to give order to our communication so that the brand speaks clearly to its customers. I particularly like the definition of the brand purpose - to extend the potential of smart devices in real life, which simply describes FIXED's brand mission," adds Daniel Havner.

The mainstay of the digital campaign is a 25-second hero spot accompanied by three six-second bumpers showcasing the key features of the mini charger: minimalist size, extra power and universal use .

The campaign is also being rolled out across more than 40 digital formats across media, from Facebook and Instagram to TikTok and gaming platforms. The communications include influencer collaborations with three content creators, @nakashi, @thefotr and @molni31. It also includes collaborations with Test.it, Women Ltd and Heureka.



YouTube: <https://www.youtube.com/watch?v=6TOAfgTRQ4A>

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More about FIXED.zone

FIXED.zone a.s. is a purely Czech company with the ambition to become a European leader in the field of everything that belongs to mobile phones, tablets and wearable electronics. It helps its customers to improve, protect and simplify the use of these mobile devices and provide them with access to the latest technologies. FIXED.zone is majority owned by the founders, who are actively managing and developing the company. It employs more than 80 people. It is headquartered in České Budějovice and owns its own production of luxury leather cases in Prostějov. FIXED products are traditionally at the top of customer reviews and in 2019 the company won the prestigious EUROPEAN PRODUCT DESIGN AWARD. For more information, visit www.fixed.zone.

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