

**E-Safari.ch
Gideon Haus
Postfach 2323
5001 Aarau 1**

B&W Group (Schweiz) GmbH
Ifangstrasse 5
8952 Schlieren
Schweiz
T +41 43 433 61 50
F +41 43 433 61 59
E info@bwgroup.ch
www.bwgroup.ch

Schlieren, 19.10.2021

Job reference: Gideon Haus (Public Relations)

Gideon Haus managed the **public relations** of **B&W Group (Schweiz) GmbH** on behalf of **E-Safari.ch**. The focus was on the products of Bowers & Wilkins, which were released in the last eleven years on the Helvetian market.

From **2010 to 2021**, Gideon took care of the «New Media» division and communicated with the Swiss press. This included speakers and headphones including software. From the Formation family to the P-Series and the Zeppelin Wireless. He stirred the advertising drum in the background and answered questions depending on the model.

Gideon created a compact dossier in each case and also compiled the visuals for journalists. He maintained a network with selected contacts from print, online, radio and TV.

Another part of Gideon's services was the evaluation of the national coverage and the coordination of test samples. He acted as an intermediary between the client and editorial teams.

From our perspective, Gideon's work was very successful. The reach of the Bowers & Wilkins brand in general and that of the respective product categories promoted in the PR work has been continuously expanded over the years.

We would like to thank Gideon Haus for the valuable cooperation.



Fritz Fabig
Managing Director
B&W Group (Schweiz) GmbH

MWST/TVA Nr. CHE-109.608.450
Credit Suisse, 8610 Uster
IBAN CH85 0483 5121 2983 2100 0
SWIFT CRESCHZZ80A
Postkonto: 87-486795-9