

Tech PR Agency JPR Media Group works with Fintech, VR, Innovation, Blockchain, Ethereum, NFT, and Apps

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London, UK - [Top tech PR agency JPR Media Group](#) has delivered top tech PR for finance, insurance, educational learning, and entertainment/e-commerce platforms.

Working with journalists who focus on the future of learning, education, and how technology is changing the way we live, tech PR company JPR Media Group has secured articles and interviews for top tech PR clients within BBC TV, BBC Radio, BBC World Service, Financial Times, The Times, Independent, Evening Standard, Oxford Mail, Computer Weekly, Digiday, CoinTelegraph, CoinDesk, Forbes, Fortune, Robb Report, GQ, Dazed, European Business, Arise TV, Insurance Times, Insurance Business America, We Are Tech Women, Retail Technology Innovation Hub, TechFirst podcast and more.

Case Study 1

Gemba VR/The Leadership Network

Unlike other tech companies launching different VR solutions, TLN is a training-first business with a track record of training more than 3,000 executives across Fortune 2000 companies in innovation/ supply chain/operational excellence and Industry 4.0.

Our VR platform, Gemba, has been developed as a direct response to a key issue expressed by our existing member base: scaling high-quality training to global teams. We've spent the last 5 years building their trust in order to aid them in pushing the boundaries of enterprise efficiency.

Sustainable distance learning.

The current global situation regarding COVID-19 has highlighted the need for sustainable enterprise solutions, proving that VR business transformation has never been a more relevant and effective option. The priority is now to aid businesses in recovery and planning for the future.

This is where Gemba fits in: providing a one-stop enterprise platform solution for creating, scaling and measuring highly effective training.

Award-winning learning.

TLN has been awarded bronze at The Learning Awards 2020 for the Learning Provider of the Year. A learning award is one of the highest accolades you can receive in workplace learning and development and follows two other nominations in the last three months.

The Leadership Network was nominated for Disruptor/Innovator Award at the prestigious Amazon Scale-up Awards 2020, and our Gemba platform was shortlisted for Best use of AR/VR at the Go:Tech Awards 2019.

About The Leadership Network

TLN provides practical learning experiences that are immediately transferable and actionable in

the real world, helping business leaders to make impactful and lasting changes to their professional lives and global industry. To date, TLN helped over 3000 executives drive transformation in companies such as Adidas, Phillips, Johnson & Johnson, Tetra Pak, Sony, IBM and Electrolux. For more information, visit: <https://theleadershipnetwork.com>

About GEMBA VR

Gemba is a virtual reality learning platform for business transformation. Gemba solves the biggest challenge faced by transformational leaders, the roll-out of compelling training at scale, in a controlled and cost-effective way. Whether 10 or 10,000 people, get the corporate and cultural message to your team at a fraction of the time and cost of classroom training. For more information, visit: <https://theleadershipnetwork.com/gemba>

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Case Study 2

OOOOO App

Only after 2 months established in the UK, the OOOOO app is now ranked number 1 shopping app in the UK, beating Amazon and eBay.

OOOOO is a live-streaming video commerce platform that helps people earn a living doing what they love.

The company was founded in 2020 by Sam Jones (ex-Wish) and Eric Zhang (ex-TikTok) and they have offices in Oxford and Shanghai.

OOOOO have studios in their offices in Oxford and are building studios in offices across the UK. They have also created a studio in Soho London, for creators to use, to access stock 24/7.

The app follows a mega trend in China for live shopping, already estimated to be worth US \$180 billion dollars a year in sales.

Through the OOOOO platform, consumers can access real people reviewing real products in live shows, which they can buy in a couple of clicks from the OOOOO app.

For merchants, OOOOO is a trusted layer helping to sell more products to informed consumers. This saves brands using black boxes like Facebook or Google to find consumers.

OOOOO helps creators start businesses from their bedroom with a smartphone app -without worrying about marketing, logistics or inventory.

The app launched in November 2020 selling cosmetics products in the UK, with many live shows each day. 100 brands have joined the platform.

Former Managing Director at eCommerce unicorn Wish (which is valued at US \$14 billion) is Oxford-based British entrepreneur Sam Jones. Sam spent many years living in Hong Kong witnessing the rush of live shopping in China and wanted to bring to the west. Sam joined forces with China-based partner Eric Zhang, a founding member of the successful consumer app Musical.ly, which was acquired by Bytedance and renamed TikTok. Eric joined OOOOO from TikTok where he was a senior engineering lead.

As they watched TikTok climb to 2 billion downloads, Sam and Eric saw a space in the market for social shopping outside of China and quickly formed a team. Which is now 35 people globally.

The premise of OOOOO is to connect merchants with consumers via live shows, and reward the community for growing the user base, instead of buying adverts from platforms like Facebook. This has been a growing trend in China with apps like Pinduoduo which started in 2015, offering discounts to users who bring friends to the app. Pinduoduo is now valued at US \$208 billion dollars.

As an example of how Pinduoduo works, a user can buy a product for US \$100 dollars, or they can bring several friends to the platform, and all buy for US \$70. Basically, the platform is saving money buying ads – and passes this benefit directly to the consumer. This is social commerce.

OOOOO have been busy recruiting real people to make videos from their homes and learn how live commerce works. This includes training, but the company is at pains to ensure that people remain as real as possible. **Sam Jones, Co-founder of OOOOO said** “The last thing we want is fakes salespeople, there are enough of those on TV. We want real people who only share products that they love. If they do this, we pay a % of commission to them. We help them build a brand and a business for them online”.

OOOOO now have 15 people trained on the platform to run live shows. The company intend to grow this to thousands of employees worldwide.

Live shopping is already recognised as a career in China by the government, with schools teaching people how to sell. OOOOO imagine some similar ideas in the west and are already developing training courses to help people market themselves online.

The app launched in the cosmetics industry, under a channel name of cosmetics.tv in the OOOOO app. The company has become one of the world's largest owners of domain names for this domain format – adding many other channels which they intend to launch in 2021.

OOOOO will launch the following channels in 2021, which they own, sneaker.tv, shoes.tv, handbags.tv, jewellery.tv, electronics.tv, gym.tv, toys.tv, perfume.tv, supplements.tv, drinks.tv and more.

"Amazon are so good at what they do. We are targeting cultures, such as wine, toys, handbags – where people have high levels of passion. Where there is a culture, there is a conversation – this is best suited to a platform where there is live chat, interaction, and a chance to watch live video. This is not just a shopping platform – it should be entertainment first. Connecting people to vineyards, toy factories and people's beauty counters.... all live" **Sam Jones, Cofounder OOOOO**

The company set up just ahead of the COVID-19 break out but have accelerated as the retail industry has collapsed. "Our view is that the retail industry will never truly recover from this year. Instead, people will form new habits and seek new ways to earn a living. We want to be part of this inevitable shift."

With the insane explosion of TikTok's success and the surge in online shopping due to COVID-19, will OOOOO be the new e-commerce giant??

Case Study 3

SEED AWARD

Launched by Seedland Group, SEED AWARD is the world's first creativity award

that highlights the integration of technology and everyday life, with the aim to

reward, encourage a n d inspire t h o s e who have passion of life a n d innovative

ideas, and are willing to apply the power of technology to create a better life.

Background

With the rise of AI, big data, and IoT, the power of technology is enabling people

to transform their way of life in areas of clothing, food, housing, and transportation. It is the belief of Seedland that technology will offer people more freedom and liberation. By launching SEED AWARD, Seedland is inviting more innovative minds to join the journey to build up better lives through technology and explore ways to transform the world we live in.

Gathering of global innovative minds

As the world's first creativity award to explore life with technology, SEED AWARD is committed to building a platform that integrates technology and everyday life. Find the next big idea to change the world.

SEED AWARD is looking for ideas that are innovative, practical, inspiring and have the power to change human life and behaviours.

Entries that are departed from real life, not technologically practiced, or not original designs are not eligible for this award.

Identify creators in new era

SEED AWARD is designed to recognize innovative talents who are passionate about life, full of whimsy, and understand the cutting-edge of science. They are identified as creators of beautiful lives.

Create a better life

Promote sustainable development:

Seedland's objective in next three to five years is not only what kind of house it will build, but also how it will make a great contribution to society by leveraging the power of technology a n d innovative human beings f r o m a long-term perspective. SEED AWARD advocates innovative p e o p l e t o p u r s u e sustainable development while creating a better life.

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