

PRODUCT LAUNCH CAMPAIGN - CASE STUDY

Orbit

Sound that follows you.

The global launch of a wireless-earbud line — the idea, the key visual, the full campaign toolkit and the rollout across every channel.

SCOPE	Concept · key visual · film · OOH · social
IDEA	Your sound, in orbit
ROLLOUT	Tease · launch · sustain

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Orbit

OVERVIEW

Orbit is a wireless-earbud line, and this is its global launch. I led the campaign end to end: the idea, the key visual, the tagline system, the film, the out-of-home and social toolkit, and the rollout that carried it from teaser to launch to sustain across every channel.

CHALLENGE

Earbuds are a sea of sameness — a white bud on a gradient, a spec sheet, a discount. The brief I set: a launch that sells the feeling of noise-cancelling, not the millimetres; a single idea strong enough to run on a billboard, a phone and a fifteen-second film; and a campaign a global team could localise without losing the thread.

STRATEGIC THINKING

I built the campaign on one idea — your sound, in orbit. Noise-cancelling puts you at the centre and everything else in orbit around you. The orbital rings became the key visual: a device that reads instantly at any size, in any medium, and a tagline structure that swaps the noun — sound, call, focus, world — while the orbit stays fixed.

THE BIG IDEA

The big idea

THE BIG IDEA

Your sound, in orbit

Noise-cancelling puts you at the centre and everything else in orbit around you. The rings are the campaign — one device that sits over any frame, on a billboard, a phone or a film still.



THE KEY VISUAL

THE LINE FLEXES

Your sound, in orbit.

Your call, in orbit.

Your focus, in orbit.

Your world, in orbit.

ONE STRUCTURE - SWAP THE NOUN, KEEP THE ORBIT



THE DEVICE SITS OVER ANY FRAME

CANCEL THE NOISE.

Be the centre of it.

THE PRODUCT

The product

THE PRODUCT

Orbit — one case, three finishes

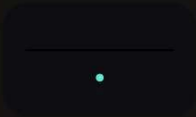


FINISHES



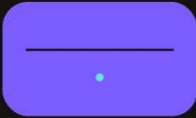
Lunar White

matte soft-touch



Eclipse Black

matte soft-touch



Nebula Violet

matte soft-touch

HEADLINE SPECS

ANC -42 dB adaptive

BATTERY 8h + 32h case

LATENCY <40 ms low-lag

FIT 3 tips · IPX5

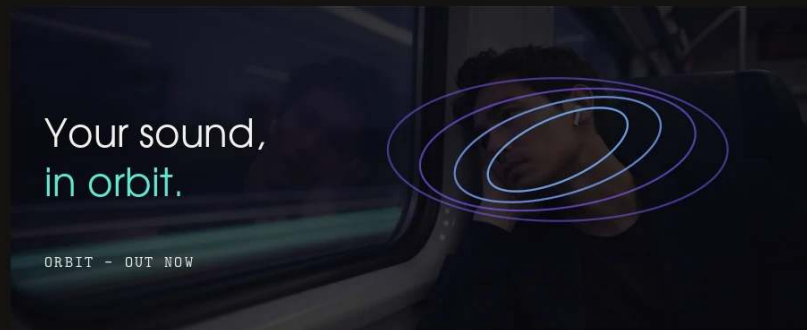
CHIP Orbit spatial audio

THE CAMPAIGN TOOLKIT

The campaign toolkit

THE CAMPAIGN TOOLKIT

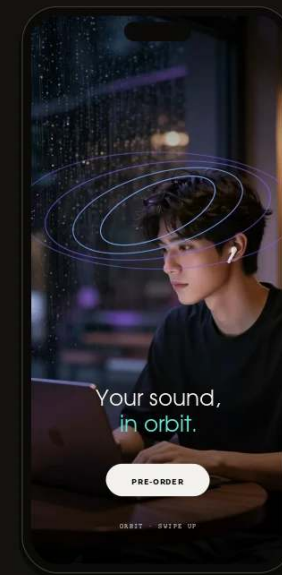
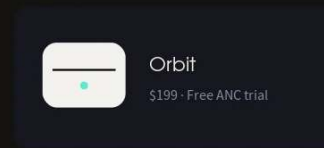
One idea, every channel



OUT-OF-HOME



DISPLAY



THE ROLLOUT

The rollout

THE ROLLOUT

Tease, launch, sustain



01 · TEASE

Weeks 1-2

- Orbit teaser film
- Cryptic OOH — rings only
- Waitlist + creator seeding



02 · LAUNCH

Week 3

- :30 hero film across CTV
- Full OOH + social burst
- Pre-order opens · PR moment



03 · SUSTAIN

Weeks 4-10

- Feature-led social cutdowns
- Reviews + UGC amplification
- Retail & bundle offers

Launch results

LAUNCH RESULTS

A day-one sell-through story

41,200

pre-orders in week one

12.4M

launch-day reach

78%

opening-stock sell-through

4.8x

waitlist vs. target

PRE-ORDERS - 14 DAYS



OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

One idea across every surface — a teaser of rings alone, a hero film that cancels the noise, billboards and stories with the bud at the centre of its orbit, and a product page in three finishes. The rollout sequenced it as tease, launch and sustain so the moment built instead of peaking early.

RESULTS

A day-one sell-through launch: 41,200 pre-orders in the first week, 12.4M launch-day reach, 78% opening-stock sell-through, and a waitlist that ran nearly five times target. The idea localised cleanly across markets because everything hung off one key visual and one line.

LESSONS LEARNED

A launch is one idea, repeated with discipline. The temptation is more assets; the win is a device strong enough that a billboard, a phone and a film all say the same thing without saying it twice. Find the orbit, then let everything circle it.

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