

How MOFUU Launched A New Product Successfully without an Advertising Budget

About MOFUU

MOFUU develops electronics designed with function first. Their mobile and audio accessories are design and function-forward for superior quality, comfort and mobility. Initially, MOFUU approached Lolita to manage the launch of a breakthrough, portable Apple Watch charger - **the challenge being they had zero advertising budget**. Through media relations and social media efforts, the launch was a huge success and drove unprecedented sales. Based on the success, continued to work on subsequent product launches.

“Lolita aided us in launching our new product lines. Above all, I was impressed with Lolita’s ability to put together an effective marketing strategy without an ad budget. Lolita would be a true asset for any company requiring product launches and social media marketing.”

Tina Mann

VP of Business Development, MOFUU



140+ million
impressions in less than
2 months



**product sold out
on Amazon**
in first week



over 50
media mentions and reviews