

Plantronics



global public relations

TEXT100

Tickling tastebuds

For the launch of Plantronics' hot new range of headphones, Text 100 brought a fresh idea to the table. Inviting journalists from all over Sydney to the fashionable Japanese restaurant, Sosumi, they tickled tastebuds with sushi as eyes feasted on a 'virtual fashion show' of Plantronics headphones moving along the sushi train.

