



Who is MTech Mobility?

MTech Mobility delivers full-spectrum enterprise mobility solutions—from device lifecycle management and repairs to deployment, configuration, and mobile asset tracking. Their mission? Help businesses in industries like retail, healthcare, logistics, and field services keep their mobile tech up and running with minimal downtime and maximum ROI.

They aren't just fixing broken devices—they're building the infrastructure behind productive, connected, mobile-first enterprises.

Background

Breaking into Restaurant Tech with TouchTab

In March 2025, MTech Mobility launched TouchTab, a purpose-built solution for the restaurant industry, at MURTech—one of the year's biggest restaurant tech events.

TouchTab, powered by Samsung hardware, isn't just another POS system. It's a smart operations hub designed to streamline mobile ordering, enable contactless payments, automate order routing, and improve front-of-house/back-of-house coordination. In short: fewer headaches, faster service, and better guest experiences.

But there was a problem: The restaurant tech space is overcrowded and oversaturated. Every vendor claims to "optimize operations." MURTech was crawling with competitors—many with louder voices, deeper pockets, and legacy brand loyalty.

Traditional PR would've gotten lost in the noise. MTech needed a disruptive edge.



The Challenge

Despite TouchTab's innovation, MTech was entering a market crowded with familiar names and entrenched players. Restaurant owners—especially those running lean teams—are bombarded by tech pitches promising operational magic. Most solutions blur together. Decision-makers are skeptical, overwhelmed, and cost-sensitive.

Without third-party validation or standout messaging, TouchTab risked becoming just another shiny tool collecting dust.





The Anti-PR® Blitz How We Cut Through the Noise

JOTO PR Disruptors™ launched a Blitz Campaign designed to hit the pain points no one else wanted to touch. We didn't lead with features or tech specs—we led with problems. We reframed TouchTab as the antidote to everything keeping restaurant operators up at night:



Labor shortages



Slow table turns



Communication breakdowns



Operational chaos

We hijacked the media narrative, inserting MTech into high-stakes industry conversations—the kind restaurant decision-makers were already having—and backed it up with third-party credibility from trusted publications.

TouchTab didn't just "launch." It landed—hard—as a must-have solution, not a me-too gadget.



Results

Visibility That Moves the Needle

In just 30 days, JOTO PR secured 5 media placements for MTech, including two top-tier hits in their most-wanted outlets:

- > **Restaurant Technology News**
- > **Hospitality Technology**

Combined audience reach:	303,800+ decision-makers
Earned media value:	\$346,010
Brand perception?	Elevated
Market entry?	Nailed

TouchTab went from product launch to category contender—faster and louder than any traditional campaign could've pulled off.

From the Client

What a 10X ROAS Really Looks Like



Our Blitz campaign with JOTO PR was impressive right out of the gate. The messaging around labor issues and industry challenges really hit home—it was the secret sauce that made the story resonate. These were hot-button topics and exactly the kind of work I want to keep doing. We saw a 10X return on ad spend from the PR alone."

— Beth Sweeney, CMO, MTech Mobility