

## Case Study

### Conceptual Development & New Product Launch • Telecommunications

#### Background

A well-known cable television provider was planning the rollout of three major new products in the next quarter, however it had serious concerns that the three products would not perform to plan. Over the previous year, the company had experienced serious declines in advertising response which it had not been able to resolve. In spite of heavy advertising schedules in all area media, the company had declining sales and poor response to another new product which had been introduced the previous quarter.

The company asked Altyris to create a launch plan and develop advertising to gain the success of the new products they were planning.

#### Analysis and Teamwork

Our strategy and creative teams worked together to assess the client's experience with previous advertising. We determined that the client's marketing was not promoting the benefits and features most important to the audience. We also found that the company's message had become seriously fragmented as different products were promoted. Working with the client, our strategy team developed a product rollout plan that would introduce the new products separately over the course of six weeks.

The creative division created a campaign concept that would target promotions of each new product to the targeted market segments using a cohesive branding message. We then wrote and produced advertising for television, radio and print to build awareness and interest in the new products. We also developed a direct mail campaign and point of purchase materials to support and strengthen advertising activities. Tracking elements were built into the different promotions to allow results analysis for each activity.

#### Results

The three new products were rolled out according to schedule, each receiving significantly higher sales results than targeted. Product awareness grew to 75% with the targeted segments in less than six weeks, with an 80% positive brand perception. More importantly, combined orders for the three new products exceeded plan by more than 60%.