

## CLIENT CASE STUDY



**Challenge:** Acronis, a global provider of storage management software, wanted to be positioned as a thought-leader in data management issues and increase its share of media coverage.

**Strategy:** Touchdown began actively positioning Acronis as a vendor with insightful opinions on the hottest media topics of the day. Core to this campaign was access to relevant, candid and senior Acronis spokespeople. This strategy was designed to encourage the media to increasingly rely on Acronis for quick and valuable comment. This campaign was branded Acronis Rapid Response.

**Tactics:** Constant monitoring of the media, from IT magazines to the national newspapers, ensured that the Fast Response campaign would keep Acronis ahead of the game when a new issue emerged.

In addition, messages on likely issues were pre-determined to ensure that once a news story

broke, it would only be a matter of minutes before the Acronis message and position was agreed, approved and pitched, often before 9.30am that day.

The pitch is then automatically distributed to all the key media and analyst influencers deemed most likely to be covering the hot topic. Being 'first to pitch' helps ensure that the media turn to Acronis for comment, rather than default to the more established technology brands.

**Results:** The Rapid Response campaign is typically initiated 12 times a year and regularly results in press briefings and coverage that includes the Acronis position – examples below. The campaign has resulted in requests for in-depth by-lined article articles on the issue at hand, even product review opportunities. In one case, a Rapid Response about smashing hard disk drives generated 10 quality media mentions within just a few days.



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