

CLIENT CASE STUDY



Challenge: Having acquired NAS brand Snap Server for \$100M, Adaptec wanted to grow its NAS revenues across Europe as quickly as possible, in the most cost-effective way and without the burden of expensive advertising.

Strategy: A pan-European product reviews campaign was identified as the best way to build credibility amongst end users across more than a dozen European countries. The campaign objective was to generate positive local-language content about the NAS brand in the marketplace. Winning group tests and garnering product awards would play a key role in the campaign.

It was clear that each review would require careful management, skilful negotiation, and a fast response to any issues.

In order to ensure the most positive possible outcome Touchdown implemented an efficient but tightly-controlled reviews process.

Tactics: The first step was to identify key review opportunities across Europe. Each one was carefully vetted and any risky opportunities were eliminated.

In the event of a group test Touchdown would find out who the competing products were. This would ensure Adaptec’s involvement in the review would be both relevant and favourable.

The Touchdown team also ensured media expectations were set correctly from the outset by ensuring a pre-review interview always took place with the product manager.

Throughout the process every element of every review was closely monitored and nothing was left to chance. If there were any technical issues Touchdown would respond with quality local-language feedback the same day, often within the hour or even sooner. European press appreciated the thoroughness and professionalism of the campaign and the results spoke for themselves.

Results: The campaign lasted 12 months. More than 50 reviews took place. All were ‘positive’ to ‘highly positive’ and almost half generated notable awards or accolades that could be used for additional regional marketing purposes. Combined hardcopy and online circulation figures for these reviews exceeded 10M prospective customers during this period.



For more details contact: info@touchdownpr.com