

data robotics, inc.™

Challenge: US consumer storage newcomer Data Robotics wanted to launch into the crowded UK market and take share from the established brands. Starting from scratch and with just one product in hand, the company needed to build a brand, a channel and end user demand as fast as possible.

Strategy: Realising the unique potential of the company’s product, Drobo, Touchdown advised that a launch touching all the key national and consumer media influencers would be the fastest way to elevate brand awareness. In addition, a formal UK press launch with hands-on demonstrations followed by a front-loaded product reviews campaign would also be key.

Tactics: A series of launch events showcased the compelling capabilities of Drobo, wowing the several dozen reporters who attended. With demand for review units quickly outstripping supply, Touchdown instigated a priority-led reviews campaign that balanced the needs of a diverse group of press, from national newspapers and lifestyle media to the PC and Mac community.

To ensure the most positive outcome of any review, Touchdown ensured all journalists

received a pre-briefing and demo before getting access to the review unit itself. This approach ensured all reviews were on message and highlighted the product’s strengths. It also helped build a stronger relationship between the vendor and the reviewers.

After saturating national newspapers and the PC and Mac communities the reviews campaign extended into key verticals including photography and video. Broadcast media was also successfully targeted as part of the campaign to reach a mainstream audience in a short space of time.

Results: During this campaign more than 40 reporters and reviewers were briefed on the new Drobo product. The launch itself generated more than 20 articles while the reviews campaign resulted in 40 review articles and 10 awards. Key coverage included The Financial Times, The Irish Times, RedFerret, PC Pro, CNET, Computeractive, Men’s Health, Stuff and PC Advisor.

In total 91 pieces of launch and reviews coverage were generated over a period of six months reaching an estimated audience in excess of 20 million.



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