

## CLIENT CASE STUDY

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### INTERNATIONAL LAUNCH CAMPAIGNS

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**Challenge:** Touchdown clients regularly need to launch their brand, product or service, often in multiple countries at the same time.

Every launch presents unique logistical, competitive and practical challenges.

**Strategy:** The team at Touchdown handles more than a dozen major launches every year and is extremely qualified in advising the best strategy for the available budget.

**Tactics:** Launch tactics vary widely. A typical single-country launch will span 2-3 days of press activities to ensure all the key press and analyst influencers are briefed in-person.

Larger launches might cover 10 cities across a two-week period and brief more than 150 editors.

Whatever the situation, the team's extensive experience ensures a smooth launch for all involved.

Good relationships with the press help ensure consistently excellent turnout and every detail is addressed to ensure the client budget is maximised to the full.

**Results:** Over the past 12 months alone the team has launched products and services for

Acronis, Atempo, Compellent, Data Robotics, Endeca, iolo technologies, Mimosa Systems, Overland Storage, Solar Gard and StrongMail.

Combined, these launches have connected our clients with hundreds of European press and analysts and have generated several thousand articles throughout the region.

Touchdown launch events are regularly regarded by clients as the best they've ever experienced. Feel free to ask them.

