



Challenge: Emerging US email marketing vendor had minimal presence and zero brand awareness in the UK. It had no UK customers to talk about, no existing local PR material and a very limited PR budget. Despite this, StrongMail needed to quickly establish itself as a credible brand, via the mainstream business media, and get in front of prospective UK customers who were talking to their competition.

Strategy: To launch StrongMail under these conditions, Touchdown recommended leveraging existing data from a recent StrongMail survey of international email marketing experts. Rather than highlighting the decidedly dull and self-serving data points already taken from the survey, Touchdown identified key social trends buried deep in the data. These trends formed the basis of a messaging platform that highlighted data privacy issues that were genuinely compelling to the media.

Tactics: The UK launch campaign centered on this messaging platform and a carefully crafted story was pitched to the UK's most important media.

Touchdown timed the story to launch on a Monday morning, which required the team to work tirelessly over the weekend pitching the TV, radio and newspaper teams who had the weekend shift work.

Results: The pitch was a perfect hit. With careful negotiation Touchdown even bypassed the need for offering an exclusive with any single media outlet.

On the Monday morning, as the story went public, Touchdown led the StrongMail UK spokesperson through a media storm. Racing from TV studio to radio studio across London, StrongMail became the UK's top national technology story of the day. Live radio interviews, including the UK's leading breakfast radio show, were followed by a Channel 4 lunchtime television news slot and a BBC television news bulletin at 10pm. In between, more than 15 national and regional radio stations featured StrongMail. The story also ran in top national and business newspapers as well as on the BBC website.

In total, this single campaign generated more than 35 individual newspaper, TV and radio items in a single day reaching a repeat audience in excess of 50m across the UK¹.

FINANCIAL TIMES

THE INDEPENDENT

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¹Full coverage report available on request. Contact: info@touchdownpr.com