



HELPING SUN MICROSYSTEMS
LAUNCH A NEW PRODUCT LINE



BOOST ATTENDANCE TO
ANNUAL CONFERENCE
AND TARGET A NEW
AUDIENCE



ANOTHER RESOUNDING
SUCCESS STORY

Wave Direct

Case Study

THE CLIENT THE CHALLENGE THE RESULT

THE CLIENT...

Wave Direct is an established leader in the B2B e-marketing and direct marketing world. Many well-known agencies benefit by coming to Wave Direct for unique solutions for their client's campaigns. We also save money and valuable time for our agency-partners by taking care of their list acquisition management, freeing them up to focus on other important needs of their clients. Such was the case when **George P. Johnson Co**, a national event planning company, came to Wave Direct looking for our expertise. Their client, **Sun Microsystems**, was anxiously trying to break into the wireless and mobility market. Since Wave Direct specializes in the high tech arena, we were a perfect fit to work with Sun.

We analyzed Sun Microsystems and their complete product line to understand an optimal target audience. Long considered one of the most well-known and respected technology providers in the global market, Sun Microsystems provides network computing infrastructure solutions that include computer systems, software, storage, and services. Its core brands include the Java technology platform, the Solaris operating system, StorageTek and the UltraSPARC processor. At Sun Microsystems, they stand by their customer motto -- "We engineer solutions to solve our customers' biggest, most important problems."

THE CHALLENGE...

Sun Microsystems was interested in penetrating the evolving wireless and mobility market. They host an annual conference and wanted to present a suite of new wireless/mobility products of interest to IT engineers and those with similar job functions -- a completely new product market for them. In previous years, the attendance rates, when targeting a new audience, had been statistically, very low. In prior campaigns, they felt they had exhausted traditional direct mail marketing methods to boost attendance, and looked to Wave Direct for a better solution. Their goal was to increase their previous average of 4,300 attendees, to a lofty 6,000 participants.

We had our work cut out for us if our client wanted to realize a 40% increase. After performing a comprehensive analysis of their proposed product line and research habits of their particular audience, we developed a unique multi-channel strategy that integrated e-mail, banners, and RSS Feeds with traditional direct mail. We suggested a carefully crafted mail piece preceded by a targeted email message. To build upon increased exposure, we offered banners and RSS Feeds on selected sites. We focused on publications that represented the vertical market we hoped to penetrate. Since we proposed a combination of email and direct mail avenues, we selected subscriber lists that would attract the perfect audience.

The Suggested Publications

Mobile Radio Technology Magazine: Reaches middle income professionals in the mobile communications industry. Readership includes dealers, Public Safety Officers, business and industrial users, and transportation and service providers who deal with two-way radio paging and mobile telephone segments. The targeted audience is a middle income, primary male, professional in the mobile communications industry.



The George P. Johnson Company





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CONTINUED...

RF Design Subscriber File: Subscribers to a magazine for engineers and engineering managers involved in the design, development and application of radio frequency and communication

Wireless Week Magazine: Wireless Week's highly qualified subscribers are the executives, marketers and technical professionals who are masterminding the development and sales in the fast moving wireless market which includes: Cellular; Mobile Radio; Satellite; Personal Communications Services; Paging; and more.

Comm. Equipment & System Buyers from Electronic Products: Recipients of a publication for the wireless communications industry: cellular systems carriers, paging carriers, mobile radio carriers, end users of wireless communications equipment, etc. Electronic Products Magazine Subscribers are highly educated and attend seminars to stay ahead in their fields.

Rolling It Out

We decided to keep the timing of the direct mail piece drop exactly the same as previous years, roughly six weeks before the actual show. To integrate our unique strategy we posted 120x600 and 728x90 banners on the websites of these publications two months before the mail piece dropped. Since we had a limited budget, we partnered with a total of five carefully selected sites, and were able to negotiate value added impressions because of the stronger overall commitment to these sites.

During our initial testing phase, we discovered that RSS Feed advertising had great results within the branding area. We also realized that the wireless industry proved to be a viable lead generation vehicle, adding 250 registrants to the show. Two weeks before the postal piece landed on their desks, the email campaign deployed. We gave them the opportunity to sign up for a "Early Bird" discount and also mentioned to be on the look out for the mail piece which was used in a "free giveaway". This multi-leveled approach proved extremely attractive to the recipients.

THE RESULTS...

7,578 Paid Registrants !!

The campaign was an enormous success, surpassing the typical response percentage based on industry standards, and exceeding the client's goal. The attendance to the conference was almost double that of the previous year, and Sun Microsystems was duly impressed with the increase in attendees. Our multi-channel strategy paved the way for many future successful marketing efforts with this client!

