

# Making MORE Of the Public Perception of Brightstar October 2010



# 5 Priorities... 5 Goals

## Media

- Increase quality and quantity of Brightstar's visibility by using all media channels

## Marketing

- Drive customer awareness and engagement with marketing

## Internal

- Improve employee engagement in MORE

## CSR

- Launch signature initiative that supports MORE

## Measure

- Track and measure real communications activity

**Media:**

**Increase the quantity and  
quality of coverage using ALL  
media channels**

The communication environment has changed as dramatically and as rapidly as Brightstar...

You've evolved your business strategy, but not your media strategy...





- Media channels have **fragmented**
- There are new sources of information...and **new influencers**
- Your customers have a **powerful voice in media**
- Media is **participatory**
- Google is the **new gatekeeper**



# Four kinds of media...

## ...but Brightstar is doing only one

Message control:  
Low to medium  
Engagement:  
Medium to high  
Cost-effectiveness:  
High

shared media

Message control:  
Low  
Engagement:  
Low  
Cost-effectiveness:  
Low

earned media

Message control:  
High  
Engagement:  
High  
Cost-effectiveness:  
High

owned media

Message control:  
High  
Engagement:  
Low to medium  
Cost-effectiveness:  
Medium

paid media



# Look At Shared Media

Brightstar is being talked about  
online in blogs, twitter, forums...

...but you are not  
**joining in the conversation**

**Take a look...**



## About the Brightstar Social Media Audit

Collected and analyzed all online conversations and coverage from July 26 – August 25, 2010:

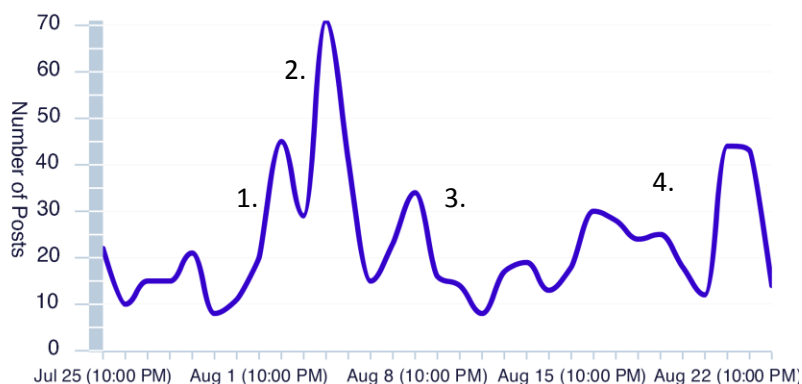
1. Brightstar
2. Top competitor
3. Industry news

Discovered volume of conversations, leading topics and competitor coverage.

## Volume of Brightstar Conversations

Chart illustrates the volume of conversations over the last 30 days.

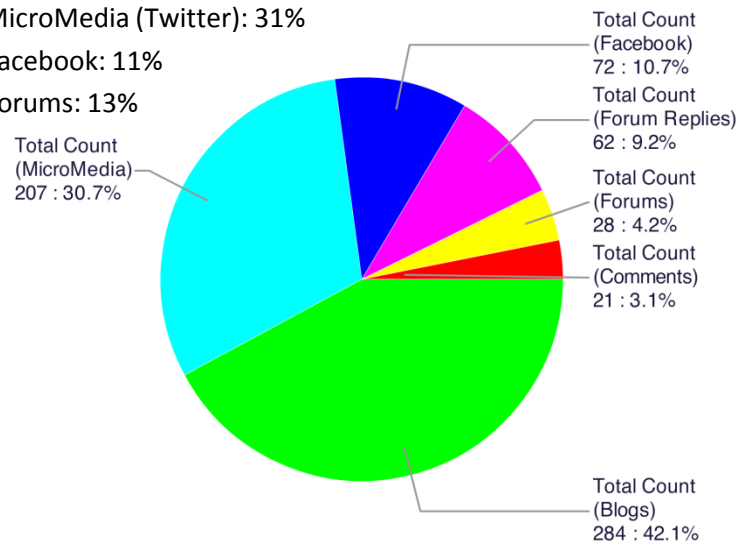
1. Appointment of Oscar Rojas
2. Announcement of Google's Nexus One to be added to Android Device Global Distribution Program
3. Expanded global distribution relationship with Research In Motion (RIM)
4. Toby Mannheim named as SVP



## Brightstar Coverage by Outlet Type

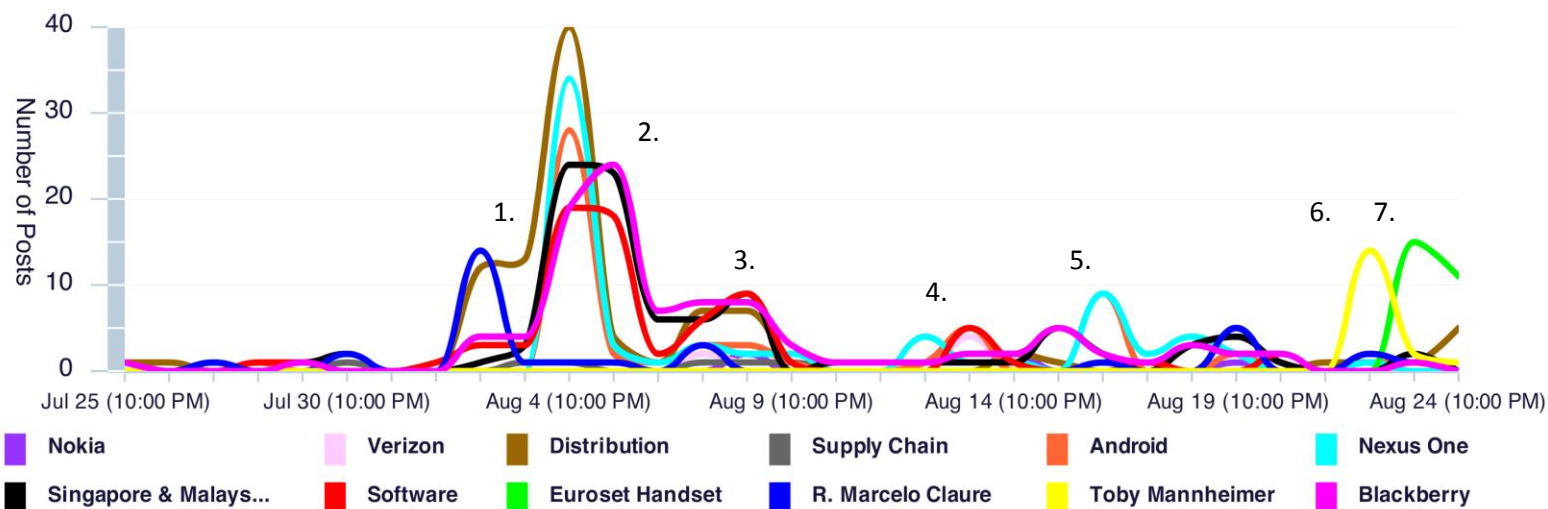
Brightstar has been mentioned online 690 times in the last 30 days. Mentions include blog posts, reader comments on blog posts, tweets via Twitter, Facebook updates, and discussions on online forums.

- Blogs: 45% of coverage
- MicroMedia (Twitter): 31%
- Facebook: 11%
- Forums: 13%





## Leading Brightstar Topics



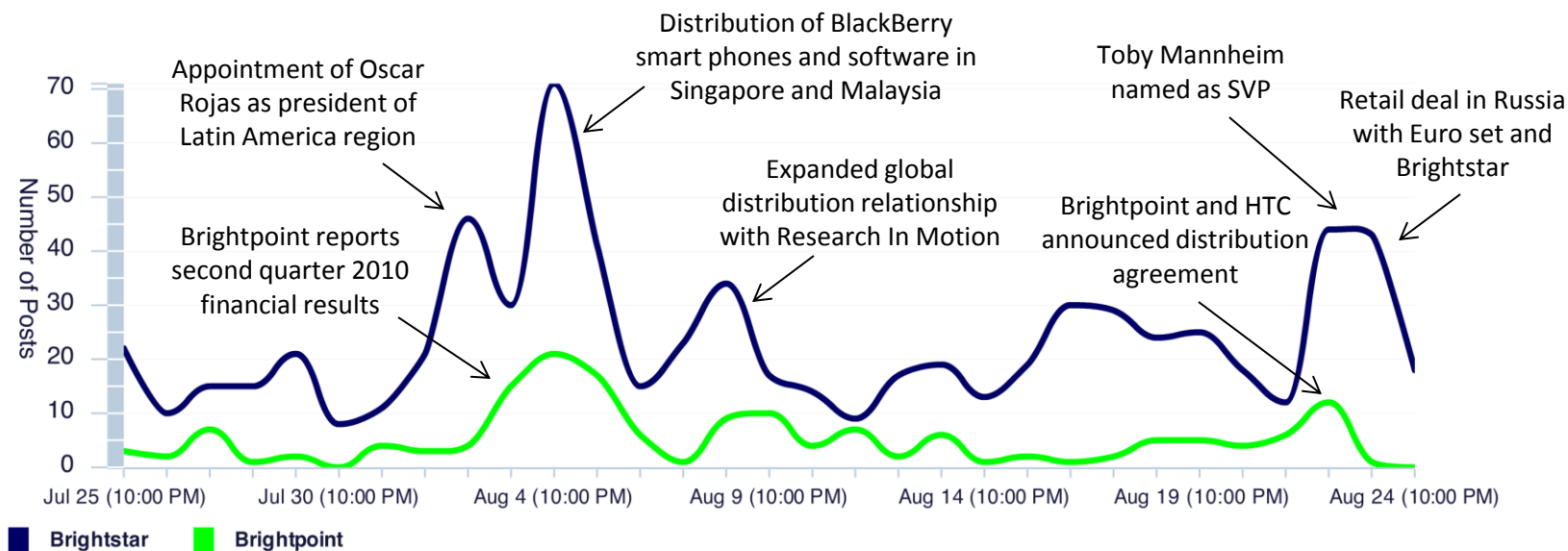
## Top Topics

Topics	# of Mentions	% of Total Brightstar Mentions
Blackberry	102	15%
Distribution Topics	101	15%
Distribution in Singapore & Malaysia	99	14%
Financial Topics	78	11%
Software	76	11%
Android	59	9%
R. Marcelo Claire	33	5%
Euro set Handset Distribution	26	4%
Toby Mannheim	17	2%
Verizon	12	2%
Nokia	9	1%
Supply Chain Topics	8	1%

## Drivers of Coverage

1. Appointment of Oscar Rojas as president of Latin America region
2. Distribution of BlackBerry smart phones and software in Singapore and Malaysia
3. Expanded global distribution relationship with Research In Motion (RIM)
4. Android smartphone debranding
5. Nexus One Accessories sold by HTC
6. Toby Mannheim named as SVP
7. Retail deal in Russia with Euro set and Brightstar

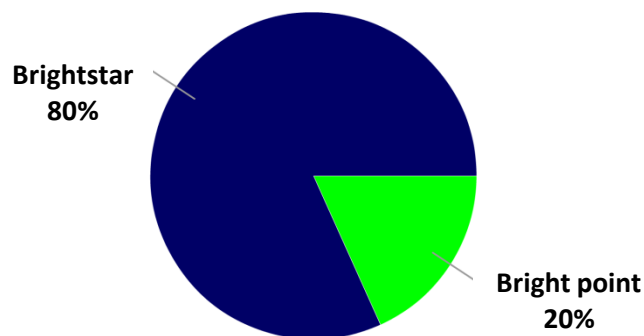
## Competitor Coverage



## Volume of Coverage

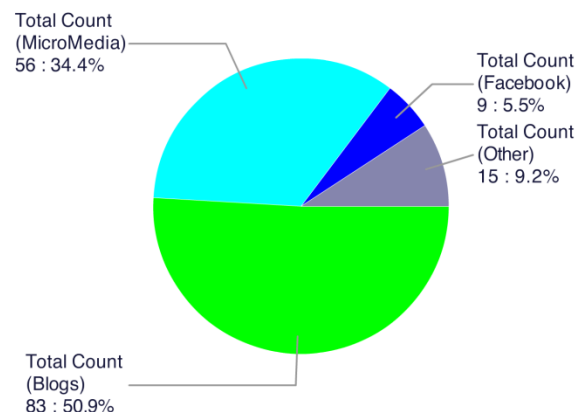
Brightstar: 674 mentions in the last 30 days

Brightpoint: 164 mentions in the last 30 days



## Competitor Coverage by Type of Outlet

Like Brightstar, blogs and Twitter are the leading source of Brightpoint coverage.



## Closer Look at Brightstar Facebook Chatter

Brightstar has been mentioned in Facebook updates 11 times in the last 30\* days. Sample updates below.



**Electronics Databank** ED's Tech Update Brightstar rides the smartphone wave <http://bit.ly/dChVYx> #tech #news

10 hours ago via twitterfeed · Comment · Like



**Fronde Systems Group** Trying a more direct link to ITEX info for those who want to have a look at speakers profiles <http://www.brightstar.co.nz/conferences/itex-new-zealand>

<http://www.brightstar.co.nz/conferences/itex-new-zealand>  
www.brightstar.co.nz



**Blackberry User Group** Get to know an Authorised Blackberry Reseller In Malaysia



**Brightstar Distribution Malaysia**  
[www.brightstarcorp.com.my](http://www.brightstarcorp.com.my)

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**Stuff Malaysia** BlackBerry Torch has just been launched in Malaysia. Available via tie up with telcos or, for the first time, via their distributor Brightstar. If you get it via their authorised distributor, you'll get 24 months warranty as well.

October 3 at 12:04pm

3 people like this.



**Mo David** Selling Blackberry Curve 8520 White ! For RM 850onwards. Warranty with Brightstar.

October 9 at 3:47am



**TechTelServ (T.T.S.)** Brightstar Enters Activation Business in the United States by Acquiring OTBT... [http://pr-usa.net/index.php?option=com\\_content&task=view&id=493945&Itemid=29](http://pr-usa.net/index.php?option=com_content&task=view&id=493945&Itemid=29)

**Brightstar Enters Activation Business in the United States by Acquiring OTBT**  
pr-usa.net

\*Timeframe from September 25 – October 25, 2010

# Share Media: Action Steps

1. Engage in proactive blogger campaign.
  - Identify top bloggers in space
  - Invest time in building relationships
  - Provide content and access

## Blogs talking about Brightstar...but you aren't talking to them

- Allgadgets
- Mobile News Online
- Mobile News
- Tech Eye
- Next Big Thing
- Android
- Blackberry User Group
- Cellular News
- B to B
- Mobile Business News
- Gadget Survey
- ECE
- Mobilestopic
- Unwired View



# Share Media: Action Steps

## 2. Establish Twitter channel.

- Map editorial calendar
- Build following

## 3. Monitor for discussion and trending topics relevant to Brightstar.

- Develop content strategy, build engagement with online influencers

Brightstar Adds Google's Nexus One to Android Device Global Distribution Program <http://ilne.ws/dCY9x3>

6:49 AM Aug 5th via twitterfeed  
Retweeted by 1 person



**Name** Windy City News

**Location** Chicago, Illinois

**Web** <http://chicagopre...>

**Bio** Chicago's leading press release newswire service and online news agency

9,883 9,718 594  
following followers listed

Brightstar to distribute #BlackBerry smartphones and software in Singapore and Malaysia:  
<http://bbry.lv/9KUmno> ^SH

11:31 AM Aug 6th via web  
Retweeted by 7 people



**Name** BlackBerryHe  
**Research In Motion**

**Name** Research In Motion  
**Location** Waterloo, Ontario, Canada

**Web** <http://www.blackb...>

**Bio** Official Twitter support account of Research In Motion.

25,302 132,368 3,000  
following followers listed

Brightstar sells devices to developers who have been registered and approved by Google at the Android Marke...  
<http://bit.ly/bNE8dw> #mobile

6:24 AM Aug 5th via twitterfeed



**AlexShapiroWR**  
Alex Shapiro

**Name** Alex Shapiro

**Location** London and Los Angeles

**Web** <http://www.linked...>

**Bio** PR Manager for Wind River (embedded and mobile software), CA expat following mobile, defense, robots and cool cyberpunk tech like AR

2,296 2,971 346  
following followers listed



# Look At Earned Media

Brightstar must move beyond trying to generate visibility through one-way, transactional press releases

**Media don't want to hear you talk about yourself...it's your point of view on the rest of the world that might interest them**



# Earned Media: Action Steps

1. Move to a calendar of pitches organized around MORE that speak to trends and new developments in the industry. For example...

Retailers	Enterprise
<b>Trend:</b> Holiday Projections <b>Brightstar Feature:</b> Robotic arm	<b>Trend:</b> Bring you own device to work and complications for Enterprise <b>Brightstar Feature:</b> OTBT acquisition

2. Pitch on relationships, not press releases.  
Drive visibility through all channels of media.

# A Look at Owned Media

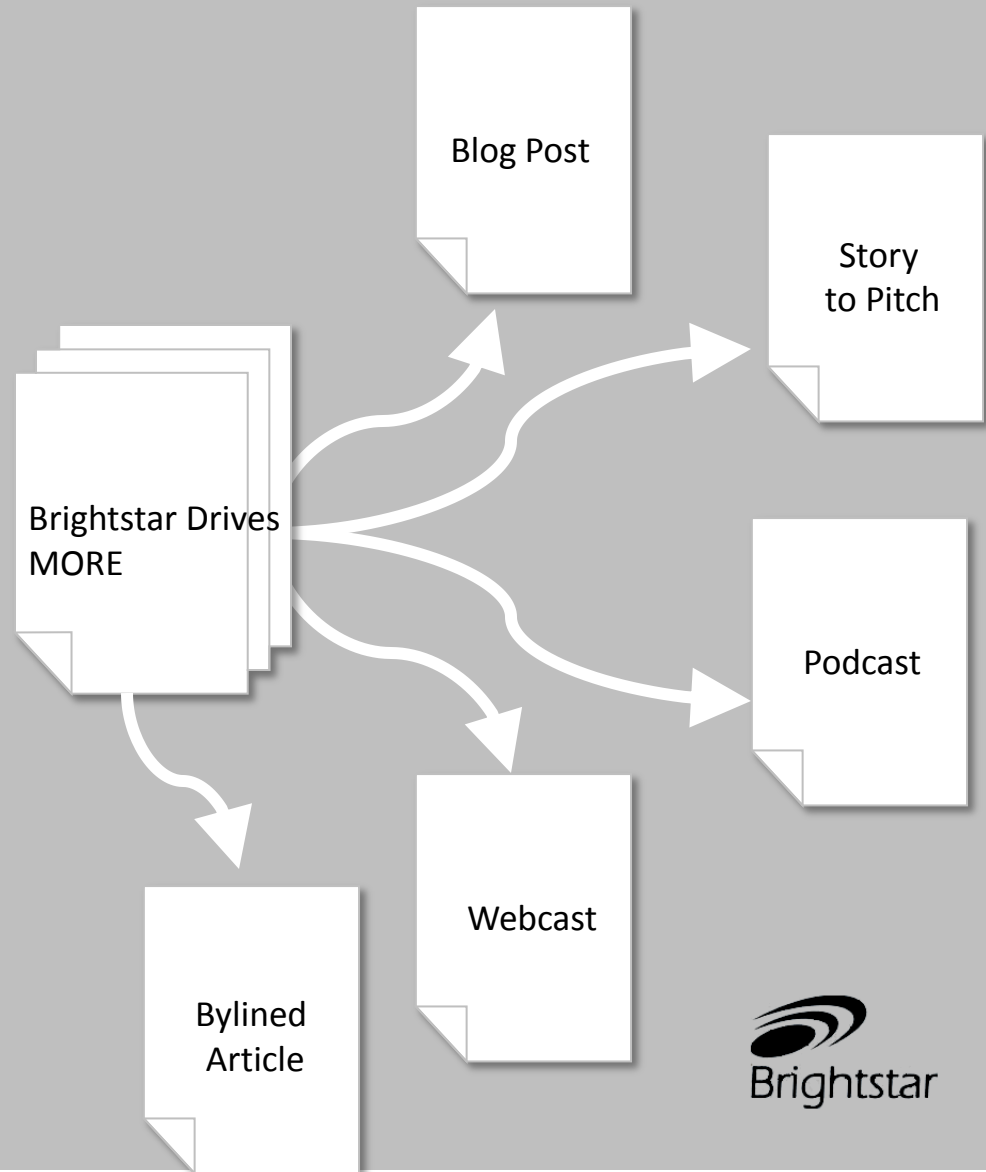
## Your calling card is Brightstar's own Website

- Redesign and restructure main public Web site to better address needs of MORE audiences
  - Clarify and feature consistent Call to Action; structure site to improve connections to potential customers
  - Move beyond talking about yourself to being a destination of expert insight on your industry

# Owned Media: Action Steps

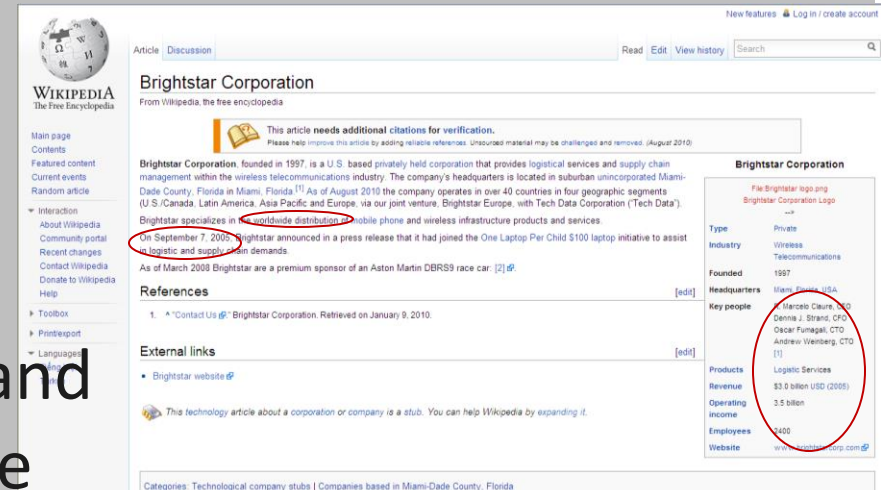
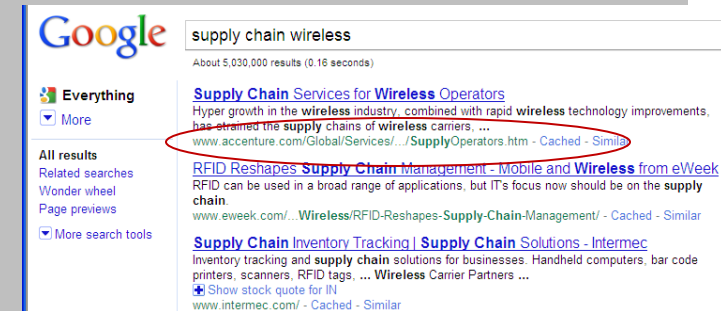
## 1. Develop a content strategy

- Identify opportunities to tap expertise and facilitate content creation



# Search Engine Strategy

2. Plan for both Organic Optimization and Pay-Per-Click Search Engine Marketing
3. Develop key phrase strategy to reach target audiences
4. Channel to landing pages designed to convert or support brand/reputation support
5. Improve content of linked and related online resources like Wikipedia, Hoovers, etc.



Brightstar

# Paid Media: Action Steps

- Develop branded campaign that tells the MORE story
  - Marcelo pens an open letter to customers in Wireless Week explaining the MORE transformation. To create continued buzz over time, follow each week with a new ad that features one of the MORE attributes. Each highly visual ad would tell the MORE story of that attribute and also include the link back a MORE external landing page.
  - Digital ad buys on key trade websites



**Marketing:**

**Drive customer awareness  
and engagement with  
Brightstar marketing**



# Customer Marketing: Action Steps

1. MORE customer e-newsletter to articulate Brightstar's positioning as a solutions provider in wireless industry
  - Include highlights from **all four** MORE areas to better education customers on full service of offerings
  - Tie MORE solutions to your point of view on **key trends**
  - Use **full spectrum of digital**: short news stories, short video snippets, podcasts, place for readers to submit comments, questions,
  - Email to customer list, but also offer on website, asking readers to register with **contact information** so you build database of followers

# Customer Marketing: Action Steps

2. Launch **webinar series**, featuring key MORE experts and global leadership
  - Market webinar in advance. Have registration feature so you see who views.
  - Make it easy: Rotate one per month. Short and sweet: 15 minutes presentation on key trends. 15 minute open Q&A.
  - Market content afterwards on your website, through search engines for replay.
  - Involve 3<sup>rd</sup> parties to expand reach, including bloggers, customers, partners



**Internal:  
Improve employee  
engagement in MORE**

# Need to sustain promise of MORE to employees

## 1. Follow up on townhall

- Email that recaps feedback from employees on MORE, new action steps by leadership, highlights some local activities

## 2. Update the microsite so it doesn't become stale

- Launch the employee storytelling campaign to capture the voice of employees telling how they are delivering MORE. Submit your own story or 1-minute video. Employees can upload these to place on the microsite



# Need to sustain promise of MORE to employees

3. Launch video email update featuring different leadership talking about a new development in the business that is driving MORE for our customers.
  - Show the business actions so employees continue to see the whole MORE picture. Videos are housed on microsite and also helped to drive traffic back there so employees see what is fresh.

# Need to sustain promise of MORE to employees

4. Launch an employee rewards and recognition program related to driving MORE.
  - Could be as simple as giving away MORE branded product and highlighting the employee on microsite
5. Allow employees to opt in to get text message updates on MORE



# **Corporate Social Responsibility:**

**Launch signature initiative  
that supports MORE**

# Signature Giving Program

- Developing program that is more narrowly focused and aligned with business goals
- Move toward investments that yield a measurable return to Brightstar
- Implement program that enhances Brightstar image and increases employee loyalty
- Create a stronger link between giving strategy and customer concerns

# Signature Action Steps

1. Research and identify partnership that fits with business goals and will have measurable, global impact
  - Identify partner, establish program parameters
2. Develop strong promotional support and marketing campaign to drive visibility
  - Create launch event for visibility, marketing materials for customers, online presence, milestone press releases, etc.

# Signature Action Steps

## 3. Create opportunities for employee engagement

- Educate employees through existing channels, opportunities for them to participate depending on program

## 4. Create goals and measure results

- Set parameters with partner for what success looks like at the start, including visibility. Measure quarterly and adjust planning.

# Possible Program: Innovation in Action

## **ASHOKA Partnership**

- Join with social entrepreneurship organization ASHOKA to create a signature grants program for Fellows who propose want to create social change with technology solutions improve quality of life
- ASHOKA Fellows submit applications that are reviewed by a blue ribbon panel of judges
  - Includes Brightstar execs, other leading tech influencers and even Brightstar customer executives
  - Potential to include an element that allows employees to vote online
- Fellows asked to chronicle technology implementation through dedicated blog (with photos, video) that lives within the Brightstar website
- Promote program process and results
- Invite key influencers to travel with Brightstar CEO to visit award winners



# Innovation in Action

- Why it is important for Brightstar
  - Carves out leadership position in technology solutions for emerging markets
  - Goes beyond grants to create social change
  - Opportunity to involve influencers and “friends of Brightstar” in program to be seen as leader of a consortium-style effort
- Metrics to measure
  - Marketing visibility
  - Number of visits to site
  - Number of targeted influencers reached
- Cost for one year
  - Need to determine costs from ASHOKA –grants may need to be a few million to make this successful but it’s scalable





**Track and measure real  
communication activity**

# Track, measure real activity

## Corporate Communications Scorecard (November 17 - 21)



### Employee Communications

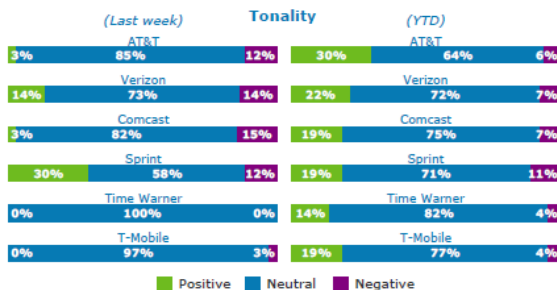
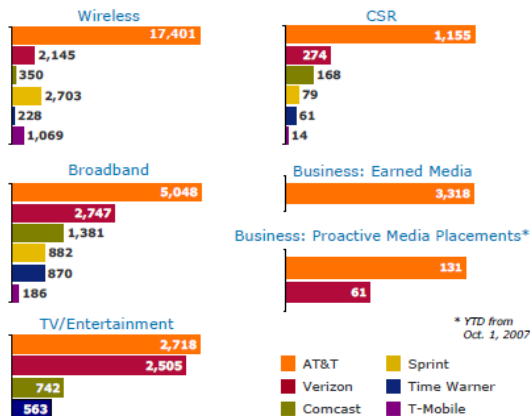
#### Most Visited News Now Pages Last week

1. AT&T completes acquisition of Dobson Communications to enhance wireless coverage
2. AT&T agrees to acquire Ingenio, a pioneer and leading provider of pay call search and directory solutions
3. Top of Mind
4. AT&T teams with Wireless Advocates to sell AT&T wireless service in Costco stores nationwide
5. AT&T and Dave Matthews Band announce exclusive ringtones on AT&T wireless phones

#### Weekly Update Topics YTD stories

Wireless	88
Broadband/TV	62
Brand	55
Other (Merger, Leadership, Road Map)	50
HR/Benefits/Diversity	41
Business	36
Community	27
Customer Care	19
Regulatory	16
Cost	4

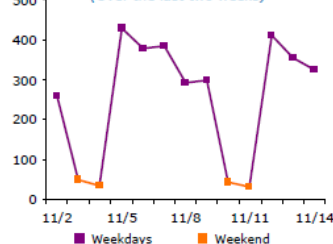
### Media Coverage v. Competition (Number of stories, YTD)



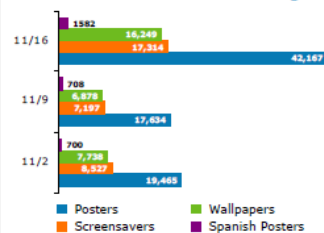
### ExecText Subscribers



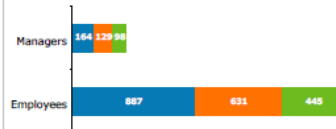
### Attractions Site Unique Visits (Over the last two weeks)



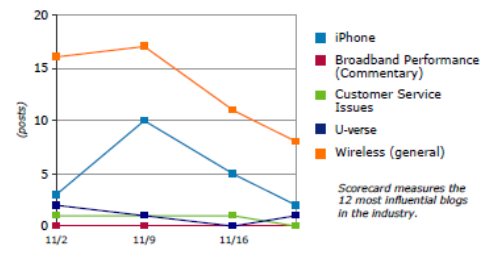
### Vision and Brand Tools Usage



### Vision and Brand Video Views



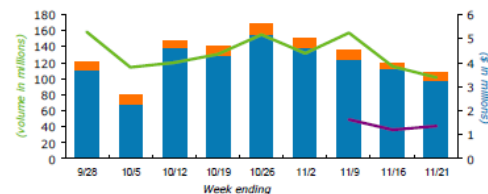
### Blogs (Last four weeks)



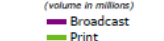
### Blog Tonicity



### AT&T Media Results (Last nine weeks)



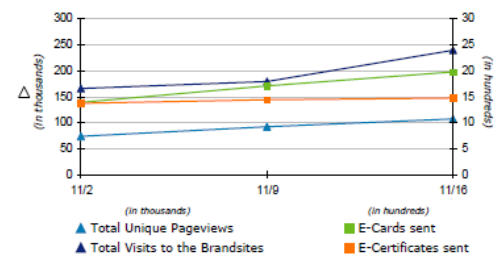
#### AT&T Media Impressions (volume in millions)



#### AT&T Media Impressions (\$ in millions)



### Vision and Brand Traffic (Last three weeks)



Visits = The number of users that have accessed the site  
Pageviews = The number of times an individual page has been viewed by visitors to the site



**Resources:**  
**For MORE Communication**

# What should PR cost?

Best-in-class companies have PR budgets that average 1.3% of gross revenue.

- *Generally Accepted Practices Study* by the Annenberg Strategic Communications & Public Relations Center, University of Southern California

**For Brightstar as a \$4B organization**

**=**

**\$5.2M in resources**



# Budget Resources

GOAL ONE: MEDIA VISIBILITY	
Shared Media	
Blogger Campaign, Twitter Strategy, Online Editorial Outreach	\$20K/mo.
Earned Media	
Traditional media pitching to trade publications	\$15K/mo.
Owned Media	
Content Strategy Development, Search Engine Strategy	\$10K/mo.
Paid Media	
Managed through a Brightstar Ad agency	TBD

# Budget Resources

GOAL TWO: CORPORATE MARKETING	
Marketing e-newsletter	
E-newsletter: Development of first template, calendar and counsel on integration with website	\$25K – one time build
Monthly content development	\$10K/mo.
Marketing Webinar series	
Development of calendar	\$7K one time build
Consulting with leadership on content development per webinar	\$5K-\$7K/webinar

# Budget Resources

## GOAL THREE: DELIVER MORE TO EMPLOYEES

### Follow on townhall

Recap to employees, including MORE business actions and marketing efforts

\$5K – one time

### MORE Microsite

Employee Storytelling campaign: Web design, communication materials to support, content management for 3 months

\$25K

### Video Emails of Leadership

Create overall strategy and calendar of topics, counsel on monthly updates. Assumes content comes from SME. Production costs not included

\$15K one time set up  
\$3K-\$5K/per update

### Employee Awards Program

By Brightstar

### Text Message Updates

By Brightstar

# Budget Resources

<b>GOAL FOUR: Signature CSR Program</b>	
<b>Development of strategy and partnership</b>	
Establish framework for corporate philanthropy effort, counsel on possible partnerships, recommendations for partnership platform. Assumes ongoing program is managed by Brightstar	\$75K – 100K one time
<b>Ongoing counsel and marketing support</b>	
Digital marketing and creation of marketing materials for employees and customers	\$25K one time
<b>GOAL FIVE: Measurement and Tracking</b>	
TBD based on further discussion with Brightstar on tracking needs	





# Making MORE Of the Public Perception of Brightstar October 2010

