

CASE STUDY: Successful Product Launch

Siemens Machine Tool Business

Challenge:

Siemens was preparing to launch a new machine control for job shops. This market segment was largely unfamiliar with the Siemens brand of CNC and firmly entrenched by our client's biggest rival. As if to make our marketing communication challenge even tougher, this new control would not be ready for release for at least 12 more months, and we were forced to promote the product without mentioning it by name.

Integrated Marketing Communications:

Deep insights into the circumstances and perceptions of job shop owners and control operators paved the way for us to engage their imaginations, hearts and minds. Through the creation of a fictitious CNC job shop boasting tremendous productivity gains, and a tenacious CNC EyeTeam news reporter determined to uncover the secret to their success, we had laid the cornerstones of a viral video campaign that has dominated the scene for three years after its inception. Online videos, social media, and a promotional microsite helped Siemens capture the curiosity of the job shop market, and draw record attendance to their booth at IMTS, the industry's largest North American tradeshow.

Results achieved:

4000+ qualified leads into a new market and the highest-ever booth attendance were early milestones for the launch of this new machine tool CNC.

crackthecode.com has earned a Platinum Hermes Award, a Gold Marcom Award, a Web Award, and an IAC Award. The video component of this program received a Telly Award.

