



Company Launch Campaign Generates Leads and Drives Product Sales

LifeSize Communications is the first company to conceptualize, design and deliver high definition video communications products that combine exceptional quality, user simplicity and administrator manageability for a productive, true-to-life experience.

Opportunity

Company launch campaign.

LifeSize, an emerging company, wanted a high impact, memorable company launch into an industry where the established players were not known for next-generation innovation in their products. "The videoconferencing industry has been long overdue in bringing to market new technology that dramatically improves the way people work," said Craig Malloy, CEO of LifeSize. "Our vision is to make video communications pervasive. As distributed organizations begin to leverage high definition video communications as a collaboration vehicle, LifeSize expects to significantly impact market adoption around the world."

Strategy

Industry event to unveil, introduce and launch company.

LifeSize selected the Interop 2005 tradeshow in Las Vegas to launch. This premier event attracts over 20,000 attendees and centers around key themes vital to the IT and networking industry, including video communications.



"Launch Marketing helped us achieve our goals, generate valuable leads, and gain distinct company and product recognition in the highly competitive video communications industry."

*Munira Fareed
Vice President of Marketing
LifeSize Communications, Inc.*

Approach

Pre and at-show promotions to generate buzz.

With the event less than six months away, LifeSize needed a plan to ensure a successful company launch and position it as a leader in taking the industry to the next level. LifeSize turned to Launch Marketing to develop and implement a successful and memorable event. "LifeSize selected Launch Marketing because of the firm's recognized wealth of knowledge, experience, creativity, and proven turn-key approach to accomplish clients' marketing objectives," said Munira Fareed, Vice President of Marketing for LifeSize Communications, Inc.

LifeSize began working with Launch Marketing five months prior to the scheduled launch date. The team at Launch Marketing met with LifeSize to develop the marketing strategy, set goals and objectives and discuss other activities surrounding the launch. From those discussions, Launch Marketing developed an integrated event marketing plan which included a launch theme, pre, onsite and post launch campaigns, evaluation metrics for campaigns and a detailed budget.

Prior to launching at the tradeshow, LifeSize wanted to generate interest and create a buzz without stating information about who LifeSize was or what products/services it provides. Pre-event marketing activities included multiple direct and online campaigns leveraging e-mail, direct mail and online advertising, designed to generate excitement and provide a tickler about the upcoming launch and encouraged attendees to stop by the booth.



As part of internal preparations for the pre-show launch, Launch Marketing co-led a staff training session to communicate all of the marketing activities happening around the event, highlight the roles for staff and train the staff on best practices for interacting with show attendees, including prospects, competitors and media.

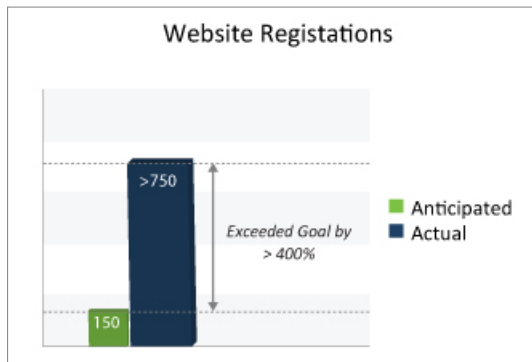
Essential to LifeSize’s presence at the tradeshow, Launch Marketing managed the development of a 50 x 50 eye-catching and inviting booth that encouraged tradeshow attendees to visit with LifeSize staff and view the products in action. Launch Marketing managed the booth concept development, design, graphics, and all engineering, including set-up and tear down of the booth at the tradeshow.

Throughout the show the LifeSize booth buzzed with activity. A theater presentation led by a professionally-trained speaker provided an overview of LifeSize and its products. Stations throughout the booth highlighted each of LifeSize’s products and provided compelling demonstrations: side-by-side comparisons of the LifeSize products against the leading competitor’s products. In addition to activities in the booth, Launch Marketing executed several guerilla marketing campaigns and promotional pieces to generate interest in LifeSize and drive traffic to the booth.

Success

Launch campaign generates leads and sells product.

LifeSize had an extremely effective launch and met or exceeded its goals across the board.

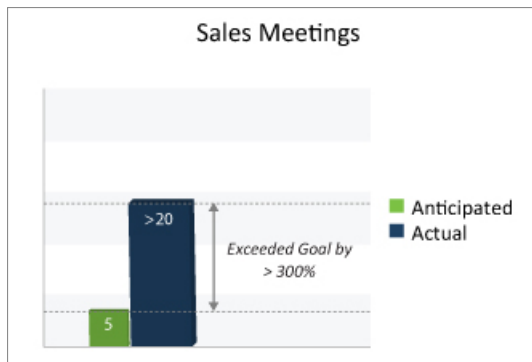


Campaign Exceeds Expected Results by 300% and 400%

As a result of online campaigns, web site registrations surpassed the goal by 400%.

At the show, LifeSize generated nearly 1500 registrations through pre-event and onsite activities and achieved more than three times its goal of sales meetings held during Interop.

Within weeks of the show, LifeSize had orders being placed for its products and many more sales meetings scheduled.



“Launch Marketing was instrumental in driving the Interop launch plan, and helped our company achieve goals, generate qualified leads, and gain distinct company and product recognition in the highly competitive video communications industry,” said Fareed. “Launch Marketing truly operated as an extension of the LifeSize marketing team and was willing to do whatever was needed to make the project a success – in essence having the passion and ownership as if they were employees of LifeSize. We couldn’t be happier!”