



Product Launch Campaign Drives User Adoption for ADT's Solution

ABOUT ADT

ADT is one of today's most trusted and well-known brands in the security industry and currently serves more than six million customers. Their broad and pioneering set of products and services—from interactive home and business solutions to home health services—meet a range of customer needs for today's active and increasingly mobile lifestyles.

“The posters and give-away items were a huge hit! We actually had people show up to training classes just to get the cup!”

-Anonymous Executive, ADT

The Opportunity: Generate Enthusiasm and Encourage User Adoption

ADT was referred to Launch Marketing to create a marketing campaign that would get people excited about the implementation and adoption of a new internal software tool. The company wanted to highlight the features and benefits to encourage users to embrace the new software solution.

The Solution: Produce a Multi-Touch Marketing Campaign to Generate Interest and Awareness

To fit within the standard company naming convention and to make the software solution concept more intuitive to new users, Launch Marketing was tasked with renaming the software. Focused on creating awareness and increasing user adoption, our firm recommended a multi-touch marketing campaign that consisted of a series of posters displayed in locations across the United States and Canada designed to communicate the features, benefits and training options available for the new software solution.

Launch named the new software solution, developed the logo and created an email template

Launch developed three posters that were rolled out over a six week period to:

- announce new solution
- promote features & benefits
- drive adoption





DEVELOPED CREATIVE PRODUCT LAUNCH CAMPAIGN WITH:

- *standardized software naming convention*
- *hype posters featuring three different designs*
- *branded promo item that generated high training session turnout*

for communications led by ADT's internal team. We designed a series of three different posters that were rolled out over a six week period that announced the new solution, touted the features and benefits and provided information on education and training courses available to users.

The first poster led with messaging that described the upcoming software integration and highlighted the benefits of the solution. On the day of the launch, a new poster was displayed to announce the software was live and was intended to stimulate user adoption and provide details on additional training options available to the team.

A third poster was created to be displayed following the launch that publicized key benefits provided by the software and reminded the team of online training options and resources.

To boost attendance at the user training sessions, we created a branded promo item which was such a hit that the turnout exceeded expectations.

The Results: High User Adoption Levels and Plenty of Buzz

Launch helped ADT create a sense of excitement before, during and after the implementation of their new internal software solution. ADT said, "The posters and give-away items were a huge hit! We actually had people show up to training classes just to get the cup!"

With help from Launch, ADT was successful in getting several key messages disseminated across multiple geographic locations in a short period of time.

