



Case History

Presenting the Fourth Generation

The Challenge: Introduce an established mobile electronic company's new car alarm line in the face of emerging competitors and alternate technologies, all without the benefit of booth presence at the industry's largest trade show, CES.

The Approach: In order to garner B2B excitement for Clifford Electronics' new product line, we created a brand hook that identified the series as the "next generation" of mobile security technology: G4. Rather than spell out the entire story, the agency built interest and curiosity with a series of teaser ads, direct mail and commercials targeting the larger retailers, inducing them to visit Clifford's private hotel suite during CES. As an added incentive, key retailers were sent a creative direct mail piece offering a bonus gift for showing up at the suite. At the suite, retailers were presented a compelling 10-minute promotional video that spelled out all the break-through technologies that went into the G4 series. Of course, an entire sales kit of materials, including brochure, sales sheets, ad kit and the DVD of the promo video, complemented the presentation.

The Change: Better than 75% of key targeted retailers signed in at Clifford's private suite, along with a full house of other retailers each day of the show. Orders at CES well exceeded the client's expectations. In addition, Clifford earned significant trade media coverage during CES and in post show publications. The G4 series was launched within all targeted retailers and G4 and G5 products are now a permanent part of their line.

