



## Case History

### The Proof is in the Picture

The Challenge: Establish credibility for a late-entry digital camera line belonging to a brand regarded as second-tier.

The Approach: Vivitar was late to enter the digital camera category. However, it was clear that the image quality of their lower-priced camera was in fact superior to its more expensive competitors. We arranged several photo sessions in which we lined up competitors' cameras and Vivitar's to take the same shot. In print ads, we showed the results in mosaic photos that demonstrated our client's visible superiority, and provided documentation of the comparison process for anyone (including the competitors' lawyers) who asked.

**The Change: The demonstration was unassailable. The ads were run in both trade and consumer media and retailers were quick to pick up Vivitar's new line of digital cameras. Its success led to Vivitar's expansion into other digital products including scanners, webcams, and printers, allowing the company to transition away from the quickly fading traditional film camera category.**

