



Digital Microwave: Strategic Plan to Launch A New Telecommunications Company and Product

Situation

Digital Microwave, a new company, was introducing a new product to compete against established companies. The product was significantly smaller, easier to install, better designed and more user-friendly than competing products. It also used less power. The agency conducted research into competing products, which were big, complicated and often put in large closets away from people. The agency found people didn't understand the products for the most part.

The Plan

Tom Gable led an agency team in developing creative positioning and long-term strategies to launch the product, gain media attention and build momentum for ongoing promotion and sales. The agency created a four-sided box that replicated a competitor's microwave installation for display at a media event at the year's biggest trade show (TCA) to introduce the new product. During lunch, a magician went table-to-table doing close-up magic. At the right time, the chairman said the media were probably wondering about the box and the magician and that Digital Microwave was there to "take the black magic out of microwave." He waved a magic wand, there was an explosion and the box flew apart, revealing an attractive young businesswoman and the new product. She plugged in one wire, turned on a switch, picked up a telephone and made a call – something that could have taken days to accomplish with the competitor's product.

The Results

Sequential photos of the launch appeared in leading trade magazines, establishing instant awareness and positioning. The agency used the magical theme throughout future sales meetings and trade shows for Digital Microwave. The agency also developed other promotional items and guerrilla marketing tactics to help position DMC executives as the new gurus of the microwave telecommunications industry, helping the company ramp up its image in advance of going public. DMC was positioned as a fast-growing, smart and strategic firm with personality – a distinct difference from its competitors. Sales soared and the company went public a year ahead of its original plan.

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