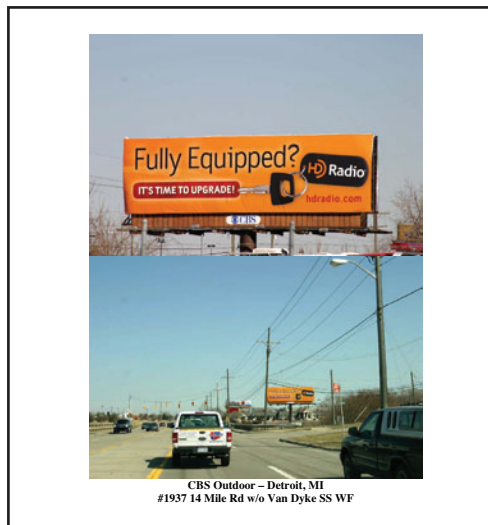


Bounceology

The Science and Art of Bouncing in Business and Life



Launching New Technology to Industry, Consumer, Manufacturer and Retail Stakeholders

Study

In 2006 Diane moved from the Clear Channel corporate team to help Peter Ferrara launch and run the HD Digital Radio Alliance. The landscape: HD radios were not actually manufactured yet, there were not any multicast stations broadcasting in HD so that listeners could hear new channels, no cars carried HD Radio and none of the consumer electronics retailers had a "radio department" much less knew what an HD Radio was! It was the job of the Alliance to bring together these diverse stakeholders, to make order out of the chaos and to get the ball rolling without concern for who moved first. There was so much work to be done to build devices and to get them into the hands of consumers.

Recommend

Diane, and the many others who contributed to this effort, went about marketing a product which was not yet available and soon many of the stakeholders wanted to engage because they, as consumers, were hearing about the technology and the new emerging radio stations and multi-cast channels.

Activate

Diane organized and facilitated development of annual radio campaigns, event marketing, PR, outdoor and mobile media, a new consumer web site which eventually housed both station information and device information served as the educational platform for all communications.

Results

The strategy to market something before it really existed in the marketplace worked! It was as much a B2B (business-to-business) campaign as it had been an ongoing consumer campaign. In fact, during the first radio campaign, running in 100 markets on over 700 radio stations, a key decision-maker employed at one of the earliest engaged automakers heard the radio commercials. He took the audio of the commercials to his engineering and management meetings and as a result of their interest in the marketing they moved the activation of their HD Radio equipment in their cars up earlier than anticipated. HD Radio, as a new emerging technology, got traction and from there you can now find hundreds of devices. You can find HD Radio in more and more cars and consumers are beginning to understand that their favorite FM radio stations have FREE additional channels. You can hear the free stations once you buy a new HD Radio. New technology product launches require collaboration, nudging and persistence. The success of this launch (and progress going on today) involved a vast number of stakeholders all doing their part to move things along. Diane's role is essentially being the air traffic controller of the consumer messaging and using the radio campaigns and other marketing tools to move others along. It's working.

Bounce this way...

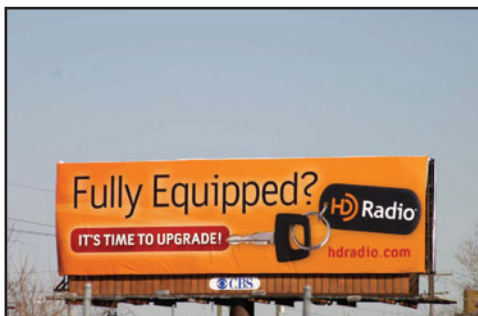
(Useful Ideas)

When the radio industry decided to launch HD Radio its biggest asset was that it had hundreds of thousands of listeners and thousands of radio stations ready to promote this new technology. Most new technology products don't have the benefit of a media platform, but this checklist can be used when considering how to engage multiple stakeholders and media partners in the marketing of technology products or services.

- 1 Brainstorm what media might benefit from your product
- 2 Develop a strategy to secure a media partner outlining the benefits they would receive in your launch
- 3 Consider what value your new technology will bring the partner if consumers adopt the launch
- 4 Pitch the media partner on the value of a collaborative partnership
- 5 Develop a plan where stakeholders have an interest in the media partner's asset
- 6 Maximize the "asset" to assure vast consumer education and awareness
- 7 Build fair deals and follow through to deliver on the details
- 8 Provide follow up so your partners can brag about their work inside their organizations or companies
- 9 Track progress and report deliverables to invested stakeholders so they maintain their momentum (even when the launch has slow periods)
- 10 Pivot where necessary
- 11 Provide a wrap up to the project outlining the work and the results, and thank your stakeholders, as you might need them again at the next launch

Bounce SHOW and TELL...

(Examples of this work)



HD Radio
Discover it!

Is your DEALERSHIP fully equipped?

The next great innovation in car audio

HD Radio technology is the hottest thing to happen to radio since the advent of FM nearly 50 years ago.

With an amazing variety of creative new programming and crystal clear sound, HD Radio car audio is driving a new wave of excitement with customers.

- > Stand apart from your competition.
- > Provide more audio entertainment options for your customers—they are going to ask for it!
- > Establish bargaining tools for your sales staff.
- > Gain more profits for your service department.
- > Benefit from the national HD Radio advertising being done by broadcasters, retailers and manufacturers—in 2008, over \$230 million is being spent to drive consumer demand for cars fully-equipped with HD Radio technology.

For assistance in activating your HD Radio profit centers, call our Detroit hotline. For more information gdt.dradio.com/dealers

248.232.6583
HDRadioDealership@ibiquity.com

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HD Radio did guerilla marketing at auto shows to drive consumers interest - even before there were devices in cars. Agency Principal Jamie Allen, and her team at Texas Creative, executes event marketing and all branding elements for HD Radio Alliance.



http://www.texascreative.com/the_work.php?project=152

Industry stakeholders used this portal to exchange information and download media for advertising

