

Strategic Communications

Successful solutions from Druid Media, Inc.



Event Communications

Challenge: Garner attention for launch of new products at 85,000+ international tech conference

Solution: Six daily live stage shows

Result: Best-in-show awards for products and showcase

- ❑ An international tech company was exhibiting for the first time at Mobile World Conference in Barcelona.
- ❑ The company needed to showcase several products and launch several new ones.
- ❑ Druid Media worked with the product and marketing teams to create a unified messaging document and used that document to script six live product shows that reflected all key marketing messaging.
- ❑ Druid Media also produced the shows: ensured all products were on-site for the show and worked with the talent to completely understand the products being showcased.



Marketing Communications

Challenge: Create buzz for launch of new environmental tech product

Solution: Animated online video

Result: Successful product branding

- ❑ An environmental technology company was launching a new product that was an extension of an existing product line.
- ❑ The client needed to draw attention to the innovative aspects of the product, while tying it to a successful family of products.
- ❑ Druid Media worked with the marketing team to define a positioning statement for the new product and then scripted and produced an animated online video.



Event Communications

Challenge: Develop an online video training seminar for executives in the U.S., Europe and Asia

Solution: In-depth interviews, scriptwriting, project management

Result: A successful, simultaneous, online international learning experience and a valuable internal resource

- ❑ An international tech company needed to create a high-level online video seminar for executives on three continents.
- ❑ Druid Media interviewed the industry expert leading the sessions, wrote a script for him and then oversaw production of the video and editing, as well as post-production dubbing for non-English tracks.



Marketing Communications

Challenge: Revise sales literature to reflect new branding narrative

Solution: Experienced Copywriting, Project Management

Result: On-time delivery of new national campaign

- ❑ A major healthcare provider was rebranding its marketing narrative and needed to develop sales literature that reflected the new messaging—in less than 60 days.
- ❑ The new content also had to be made ready for a new mobile sales force app.
- ❑ Druid Media came up to speed in three days and wrote and revised more than 65 pieces of marketing content in 60 days, in time for launch.



Strategic Communications

Challenge: Develop younger donor base for non-profit

Solution: Scan code donor campaign

Result: New donors and expanded email list

- ❑ The donor base for a national literacy non-profit skewed older and was failing to attract a younger audience.
- ❑ Druid Media created and implemented a scan code campaign that used codes that allowed donors to swipe their mobile to donate a favorite childhood book.
- ❑ The campaign attracted new donors and expanded the organization's email list.



Event Communications

Challenge: Develop a show concept for a two day Channel Sales Conference

Solution: An interactive show that focused on attendee experiences

Result: Rave reviews

- ❑ The client was looking for a show concept that would engage attendees and help drive attendance.
- ❑ Druid Media developed an interactive question and answer format that showcased different attendees and executives, and worked with execs on their presentations.
- ❑ The result? The audience paid attention—and gave two thumbs up for the show.



Strategic Communications

Challenge: Under-utilized web content

Solution: new content formats and email marketing

Result: Increased traffic and engagement

- ❑ A pharma and life sciences company was not getting the return it anticipated on new website content, a podcast series with industry experts. Druid Media assessed the traffic patterns and content consumption and found that a majority of visitors to the site spoke English as a second language, because they were located outside of the U.S.
- ❑ We created narrative articles from the audio podcasts and posted them alongside the audio feed; the articles quickly jumped to number one on the site and stayed in the Top 10 for several months.
- ❑ Based on what was learned in the audience assessment, the website was completely redesigned and on when re-launched, consistently doubled traffic and increased engagement. Druid Media also implemented a new email marketing campaign, which successfully increased traffic to the site.



Event Communications

Challenge: Develop and manage a live fundraising event

Solution: Speed Read

Result: Expanded donor base and increased brand recognition

- ❑ A literacy non-profit had a low-profile in the city and the donor base was aging
- ❑ Druid Media developed and launched a live “Speed Read” event with local politicians, sports figures and representatives from the media and arts scene, who competed to speed read Dr. Seuss books in front of a live audience.
- ❑ The event, now in its 3rd year, has raised more than \$60,000, attracted significant (and repeat) corporate funding, expanded the donor base and increased recognition of the organization. Druid Media also produced a video of the live event, which helped to attract new participants.



Strategic Communications

Challenge: Create an online presence for the launch of a new product

Solution: A new, video-intensive website

Result: National media and trade coverage

- ❑ A telecomm company was launching a new flagship VoIP product at a national Agent convention, with the goal of signing new Agents to sell the product. There was no online presence for the product other than a demo, and no collateral.
- ❑ In less than eight weeks Druid Media developed a video-intensive website and accompanying print collateral. We wrote all of the copy for the website, produced all of the video, project managed the IT and design—and launched on-time.
- ❑ The resulting website helped generate stories about the new product in the national trade press, increased the number of partner-Agents who signed with the company and helped drive sales for the new product. It also later served as the foundational website for the launch of a new Cloud-based product line.



Event Communications

Challenge: Create an opening video for a national sales conference that set mood and agenda for event

Solution: One-on-one interviews with key members and leaders of the sales team

Result: Personalized stories from leaders that helped motivate the audience

- ❑ A national financial services company needed to set the tone for a three day event, with a video that engaged the audience.
- ❑ Druid Media worked with marketing and corporate communications to align messages and then interviewed key members of the sales team.
- ❑ Druid Media wrote a script and oversaw production of the live interviews, ensuring alignment with key executive and marketing messages.



Strategic Communications

Challenge: Launch of a new, more expensive version of an existing product

Solution: New content that only worked with new product

Result: Birth of online video

- ❑ A cable company was rolling out a new high-speed Internet product, at twice the current rate of its other products. Druid Media suggested the need for content to justify the increased price and created the first Internet site for web cinema for the company's cable system (a site which required purchase of the new Internet product to view).
- ❑ The site went to one million viewers a week within six months of launch (1999) and was featured in the New York Times, Forbes, Rolling Stone Magazine, The Guardian, Le Monde, NPR and Der Spiegel.
- ❑ Based on the success of this site we were asked by other cable and satellite companies in the U.S. and Europe to create similar film sites for their systems, and these sites shot to number one in their systems.



Marketing Communications

Challenge: Outsourced call center created discontent

Solution: Video testimonials from satisfied customers

Result: Successful “word-of-mouth” social media campaign

- ❑ A regional telecomm company outsourced its customer service department, creating discontent among many customers. Druid Media created a customer retention campaign called “Ask A Colleague”, which highlighted happy, satisfied customers in a video, print and online campaign.
- ❑ We produced more than 40 customer testimonials in print and in video and generated several video series to support “Ask A Colleague”, including “Customer Shout-outs” and “At Work”, as well as a series of video emails that the sales force used to send to potential customers.
- ❑ The videos were used online on a YouTube channel; on the website under a newly created Testimonial section—and by upper management in investor presentations and sales conventions.
- ❑ We also developed a marketing program that used the current customer videos to solicit new customer testimonials and profile (and hence promote) current customers.



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