

The logo for the CIPR PRIDE AWARDS 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Corporate and Business Communications Campaign

Company: Stone Junction and Inspekto

Entry title: Creating a new category

Brief and objectives:

The Inspekto S70 is the world's first Autonomous Machine Vision (AMV) system. It replaces traditional systems and manual solutions in manufacturing plants, allowing manufacturers to be certain of the quality of their products.

Unlike traditional quality assurance (QA) solutions, the S70 can be installed and set up by the QA manager without a systems integrator (SI) in 30-60 minutes – 1000x faster and at 1/10th of the cost, making SIs entirely redundant.

To launch the world's first AMV system, Israeli start-up Inspekto turned to Stone Junction. The objective was to make the industry accept that AMV is a reality — based on our word alone. The challenge we faced was that AMV disrupts a well-established economic ecosystem, resulting in hostile and sceptical responses from media and industry.

Objectives:

1. Establish the new category by achieving 60 clippings (10 per month) across the UK, US and Germany during the launch phase (August-December 2018)
2. Launch Inspekto at the VISION show in Stuttgart, arranging 20 journalist interactions
3. Help create a sales funnel, generating leads at the VISION show as the result of media coverage. We didn't set a numeric value on qualified leads, but we generated more than €500 million
4. Continue momentum with the second phase of the campaign, achieving a further 50 clippings (10 P/M) across the UK, US and Germany from January-May 2019.

The idea, research and planning:

We founded our ideas on three theories.

- Renée Mauborgne and W. Chan Kim's 'Blue Ocean Strategy', which guided us to aim our messaging at the market's true end-customer, the QA manager, not the SI.

Our messaging needed to aggressively position the S70 in that new market (the blue ocean), not attempt to take a corner of the existing market (the red ocean)

- Geoffrey Moore's 'Crossing the Chasm' showed us how to create evangelists in media and industry to help the S70 become an early majority market product
- Jim Collins' hedgehog concept, from 'Good to Great', led us to trademark the single, defining idea that sits at the heart of Inspekto.

We created the AMV category by drip-feeding information before the launch. The strategy was to prepare the market, while keeping the product details secret, creating a desire for the S70 and preventing null 'me too' claims.

We identified and tiered media to best reach the end-user; publications in machine vision, engineering, manufacturing and electronics.

Pre-show, the website would be a single page. The full site would launch on the day of VISION.

After VISION, we would start the 'proof' stage of the campaign, where Inspekto could demonstrate beyond doubt the capabilities of the system.

Strategy, tactics, creativity and innovation:

We identified three audiences: potential customers and relevant media, potential investors and potential buyers. Our objective was to build fear among SIs and competitors and inspire greed in potential investors.

We decided on clear and aggressive messaging, stating that AMV meant the death of the SI and a revolution in visual QA.

Competitor analysis showed component suppliers using integrator-centric messaging. Inspekto would be the first to speak directly to the manufacturer.

The campaign was phased:

- Mid-August: Preparing the media and market for a new category
- September: Introducing Plug & Inspect and other concepts underpinning AMV
- Pre-launch show: Teasing the S70
- The website and product unveiling at 9am on the day of the show, followed by a press conference and speaking slot. To draw attention at VISION, we dominated the show with graffiti banners, floor tile promotion and a giant blimp inside the hall.

Going against instinct, we turned down numerous journalist requests for early information to build suspense.

After VISION, it was important to keep momentum.

- Post-VISION: Fulfil the commissions secured at VISION and create a series of articles that prove the product's capabilities
- Enter the Vision Systems category of the Vision Systems Design Awards in December 2018
- Conduct journalist meetings at Automate, Chicago, to build relationships with US journalists after European launch.

Delivery:

The content PR campaign had five phases.

First, the category. In August, we released an article defining AMV. Then, a press release announcing Inspekto had launched the category. We continued to build it with a series of aggressive opinion pieces.

We then began to drip-feed technical details including 'Total QA' and the trademark phrase, 'Plug and Inspect™'.

In October, we released details of Inspekto's heavyweight investors and, alongside a show preview release, invited journalists to attend Inspekto's VISION press conference.

We made over 100 telephone pitches to journalists. Magazines were reluctant to publish controversial content without proof. One journalist even stated that the product, "sounds too good to be true".

We had to change the mindset of an industry one journalist at a time.

At VISION, we arranged a press conference, media one-to-ones, a speaker slot for Inspekto's CEO and secured a place on the show's official journalist tour.

Finally, we provided journalists with proof that the system was revolutionary. After VISION, Stone Junction released more information about how the system worked in the form of commissions, face-to-face interviews at Automate and a series of technical pieces.

Measurement and evaluation:

Objective one - Category creation:

- 110 clippings, nine countries, reach 4.1 million (target exceeded by 83%). 90 in the UK, US and Germany
- 20 print clippings, ten full pages, reaching 772k
- 75 backlinks on websites averaging domain authority (DA) 39, driving Inspekto's website to DA 21 from 0 in nine weeks
- Several third parties, including Beckhoff and Control Design referenced AMV in content.

Objective two – Launch:

- 42 clippings in November
- 27 journalists toured Inspekto's stand, 12 attended the press conference and seven attended one-to-ones, exceeding target by 130%
- Featured in official VISION post-show release
- Four-page spread in Machine Vision Professional's VISION feature, the largest for a non-advertiser
- Martin Buchwitz of Inspect, leading machine vision magazine, commissioned seven articles following Inspekto's journey.

Objective three - Sales funnel:

- Sales leads for 450+ facilities, extending Inspekto's commercial footprint by over €500 million. Many have already led to sales
- Harel Boren, CEO attributes 100% of success to the marketing and PR campaign
- Featured in market summary of Fior Markets machine vision report
- Investment enquiries from a multinational conglomerate and several investment funds.

Objective four – Continued momentum:

- 74 clippings reaching 3.1 million (target exceeded by 23%)
- 36 backlinks on websites averaging DA 40, driving Inspekto's website to DA 25
- Won the Gold award at the Vision Systems Design Awards – the highest accolade in the category
- 10 journalist meetings conducted at Automate.

Every €1 spent on PR added €11,986.73 to Inspekto's commercial footprint.

Most importantly, the machine vision industry now accepts that AMV is possible.

Budget and campaign impact:

PR: £3269.70 (€3,792.06) PCM for eleven months.

Cost of exhibiting and advertising at VISION: €95,000.

Cost of entering Vision Systems Design Awards: \$272.50.