



Category: Corporate and Business Communications Campaign

Company: Karol Marketing

Entry title: See Everything, Know Everything

Brief and objectives:

To launch Ocucon, the world's first cloud-based Video Surveillance as a Service System (VSaaS).

Ocucon Portal allows companies to upload, store and interrogate high definition CCTV footage to and from the Cloud. Near real time the service can analyse data from multiple cameras in an instant.

Typically organisations capturing CCTV only store data for 30 days because of server costs, but recent advances in data compression and transfer means companies can now store large volumes of data cost-effectively for 6 to 12 months.

Ocucon revolutionises the way businesses defend themselves against fraudulent claims for slips, trips and falls by retaining evidence of legitimate and illegitimate claims for extended periods of time.

Our objectives:

- Launch Ocucon to the market and raise awareness of its innovative technology
- Generate enquiries from major retailers, organisations capturing large amounts of CCTV, and potential resellers
- Ensure pipeline of positive media coverage over extended sales conversion periods

Rationale behind campaign, including research and planning:

Through media conversations we learnt that technology innovations relating to CCTV were not considered newsworthy. Cloud-based technology was generally considered 'old news' having already made it into the majority of consumer's homes.

Within security press, high levels of scepticism existed that a cost-effective, practical VSaaS (created by an unknown Newcastle-based startup) was feasible.

Ocucon was a 'new product' going into a 'new market' (Ansoff's Matrix) and was a risky story for journalists - consequently media appetite was low.

We learnt from Ocucon's customer insight that the decision to purchase would not sit within one business function. In the case of retailers, it was likely to be a cross-function decision, between security and loss prevention, IT, finance and operations departments.

A strategy to address these challenges and reach audiences was vital.

In-depth research of 27 relevant events identified a series of small specialist conferences – Retail Risk – that are attended by our primary audience of loss prevention, audit, HR, IT, operations, finance, audit & compliance and logistics personnel from leading retailers.

Strategy and tactics, including creativity and innovation:

Our strategy:

- Align Ocucon with Retail Risk and dominate the two UK conferences (Leicester and London) by outshining ALL exhibitors. We wanted to be the 'new kids on the block' who disrupted and raised standards at every level, by:
 - Advising a professionally built exhibition stand designed to stand out from other exhibitors who, research showed, relied on basic pop-up stands
 - Securing a high-impact but reduced price sponsorship package including Delegate Sign In & Badge sponsorship, conference guide sponsorship and delegate bag giveaways.
 - Organising a Masterclass event - bringing together speakers from Google, Everseen and Facit Digital
- Generate intrigue and excitement before launch through teaser adverts (the Ocucon logo against a corporate black background, with no further information) in security press and conference materials. The same tactic was employed on the company website and social media
- Secure significant media coverage - We pre-briefed national, retail and security journalists under embargo, allowing coverage to appear on the day of the event and reserved content for industry bible, the Grocer, to secure coverage in their Saturday issue
- Post launch, we worked closely with the client to ensure continuous updates on new business developments and potential media angles that could demonstrate progress and growth. This included using reseller and new business enquiries from the US to create media announcements on how Ocucon was setting its sights stateside only months after launch and publicising the appointment of two significant figures within UK and US security industries as consultants. If giants of industry were aligning themselves with Ocucon there had to be a story worth covering!

- Using the announcement of Ocucon's new product 'Pixelate' (launched spring 2018) to yet again dominate the news agenda at Retail Risk London. Developed in partnership with Google, it harnesses artificial intelligence to deliver intelligent automated video pixilation. We used the introduction of GDPR at the end of May (which creates greater need for video pixilation) to generate an additional news-hook and pre-briefed journalists under embargo allowing on the day coverage.

Implementation of tactics:

Pre-launch:

- Planning and research
- Communications strategy development
- Negotiating Retail Risk sponsorship packages
- Oversaw stand design
- SEO copy-writing and overseeing development of website
- Copywriting and design of new business materials, including sales presentations, business cards, letterheads and brochures
- Setup of Ocucon social media channels
- Facilitating photography of senior team
- Developing media materials and owned media collateral, including social media posts and video
- Pre-briefing journalists

Launch:

- Attending both Retail Risks
- Posting live on social media throughout the conferences
- Facilitating media visits and interviews at conferences

Post launch

- Collating and evaluating media and social media results
- Securing long-term pipeline of editorial opportunities

Measurement and evaluation:

Successfully launch Ocucon:

- Achieved top Google ranking during Retail Risk London
- Media coverage secured for the launch of Ocucon and Pixelate delivered 10.6 million viewing opportunities to see.
- Highlights included in-depth articles in The Times business pages, The Grocer, The Memo, The Journal and leading regional, retail, loss prevention and security titles
- Grown traffic to Ocucon website from zero to 552 visits and 1514 page views per month within 7 months

Generate pipeline of media opportunities:

- Subsequent media announcements secured over 15 million opportunities to see.
- Highlights include securing three full-page editorial articles in the business pages of The Journal in three months, as well as regular coverage in leading regional and security titles such as The Northern Echo, Bdaily, BQ, and North East Times

Generate enquiries:

- Significant number of UK and US new business enquiries generated post launch, directly attributed to media coverage and conference presence
- Also resulted in a reseller enquiry.

Budget and cost effectiveness:

Fees:

- Research and planning including detailed SWOT & PEST – £7,700
- Development of name, strapline and brand identity for Ocucon and Pixelate – £10,767
- SEO copywriting, design and development of website and addition of Pixelate web pages - £10,200
- Ongoing media relations retainer (7 months) - £11,500
- Media and social media relations fee for Ocucon and Pixelate launch - £12,650
- Copywriting design and development of sales generation collateral including business cards, brochure, sales presentation and infographic – £4,625

Supplier costs:

- Adverts and mailers – £1,925
- Custom built exhibition stand - £10,000
- Sponsorship package for Retail Risk Leicester - £11,400
- Sponsorship package for Retail Risk London - £9,590

The campaign exceeded client expectations securing over 25.8 million opportunities to see and directly creating a significant number of new business enquiries, including:

- UK and US business enquiries
- A reseller enquiry