



Category: Integrated 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.

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.

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:

We needed to:

- Develop a brand
- Identify key messages
- Develop a PR strategy
- Implement tactical advertising
- Develop a social media strategy
- Produce a brochure
- Produce a website
- Undertake pre-event direct mail / e-blasts
- Initiate a launch event

Brand development:

We brainstormed names themed around the all-seeing aspect of CCTV. The name 'Ocucon' – is inspired by the ocular nerve at the back of the eye.

The strapline we devised was 'See Everything. Know Everything'. It captured what Ocucon did and its benefits to users of CCTV.

Key messages:

Key messages were carried through the website, PR, social media and the brochure.

PR strategy:

Our PR strategy hinged around four things;

1. Working with a select handful of journalist who already knew and were familiar with the company founders
2. Explaining the business opportunity identified by Ocucon

3. Showing that Ocucon had already gained strong interest recognised heavyweights within the tech and security industries – such as partners Google, Everseen and Virgin Media
4. Demonstrating that Ocucon had achieved traction on launch with potential customers and was undertaking trials with major retailers

Tactical advertising:

We concentrated activity on ‘teaser’ style adverts before Retail Risk.

Social media strategy:

We focused our strategy on LinkedIn and Twitter. We populated social media channels, undertook influencer analysis and developed engaging content, including teaser activity in line with adverts.

Brochure:

We wrote and designed an eight-page A4 brochure. The brochure and website were closely themed so as to communicate corporate messages and convey confidence in a consistent style.

Website:

We designed, developed and provided SEO copywriting for a mobile-optimised site.

Pre-event e-blasts:

We wrote and co-ordinated pre-event eblasts distributed by Retail Risk to their database of security and loss prevention specialists.

Launch event and follow up event (Retail Risk Leicester and London):

We aligned Ocucon with leading retail loss prevention conference Retail Risk ensuring it dominated the two UK conferences (Leicester and London), disrupting and raising standards at every level, by:

- Persuading Ocucon to have a professionally built exhibition stand designed to stand out from other exhibitors who we knew from our research relied on basic pop-up stands.
- Securing a high-impact sponsorship package.
- Organising a Masterclass speaker event
- Pre-briefing journalists

Implementation of tactics:

Pre-launch:

- Planning and research
- Brand development including creating the name, strapline and brand identity
- 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

Ocucon 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, establishing credibility:

- Media coverage secured for the launch of Ocucon and Pixelate delivered 10.6 million 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 in 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 25.8 million opportunities to see and directly creating a number of new business enquiries, including:

- UK and US business enquiries
- A reseller enquiry