

FreeSpeak II™ Launch



BACKGROUND

Clear-Com, an HME company, is a trusted global provider of professional real-time communications solutions and services since 1968.

The company provides innovative market proven technologies that link people together through wired and wireless systems.

Bubble Agency have an on-going global PR retainer with Clear-Com.

OBJECTIVES

Bubble were tasked to support the global launch of FreeSpeak II™ wireless intercom system. The target press were in the Broadcast, AV and Live Production sectors and the goal was to generate press coverage and industry awareness globally.

STRATEGY AND PLAN

Bubble identified key messages for each sector to position the FreeSpeak II family of products.

Secured one to one press briefings both ahead of launch under embargo, at launch events and trade shows.

Profiled customer and partners through interviews and case studies.

Created a forward feature schedule of publications ensuring press communications were targeted by both industry sector and worldwide geographical regions.

Bubble generated and recommended commercial partnerships, identified awards opportunities, generate content to support social media and marketing campaigns, identified thought leadership and speaking opportunities for Clear-Com and its partners.

RESULTS

Bubble achieved huge impact for FreeSpeak II across all market sectors.

To date FreeSpeak II has won 8 industry awards for technology and innovation.

Bubble has generated over 200 pieces of global coverage in trade and industry publications.

FreeSpeak II is well known and respected within the industry.