



## CASE STUDY

### PRODUCT LAUNCH

A go-to-market strategy from internal leadership to external launch.

### THE SITUATION

Our client, a division of a Fortune 100 company, was preparing to bring a new electronics product to market. But they lacked key ingredients for a successful launch: a solid strategy, a well-defined target consumer, and leadership with the bandwidth to see a complicated project through. They asked Antenna to set a course for the launch, starting with user product testing.

### THE SOLUTION

Antenna assigned a strategist to the project with over a decade of experience in consumer electronics, retail and agency management—all crucial for this assignment. Her work began with user testing, but culminated in leading the division's broader marketing plans for the following year.

*"A lot was riding on this launch. We knew our product had huge potential, but retail strategy and customer insights are not our areas of expertise. Antenna stepped up with the leadership we needed, and ultimately helped us work smarter."*

Our strategist set the stage for every step of the launch, orchestrating the many agencies that would support the effort. Spearheading the company's first foray into online focus groups, she uncovered important insights not only for the current launch, but future initiatives as well. She created the integrated communications plan, then brought in the agency teams to create all the pieces—advertising, websites, video, search and PR. With her outside perspective, she found numerous opportunities for process improvements and cost saving, both internally and on the vendor side.

The launch in November 2010 was seen as a new benchmark for the company, and Antenna's consultant was further retained to build on its successes. For 2011, she's extending the successful packaging strategy across the product assortment and leading internal and agency teams on communications strategy for the larger product portfolio.

### THE SERVICES

- Strategic vision and leadership
- Overall project management
- Creative agency retention and management
- Online focus group management
- Package redesign leadership
- Communication strategy leadership
- Communications planning
- Redesign of process, messaging and positioning