

Case Study – MIM – Delivering the debut – turning ideas into reality

Introduction

The Mobile Innovation Marketplace ecosystem nurtures and guides the discovery – and successful launch – of today's and tomorrow's mobile technology breakthroughs. The program is designed around three award contests – one in the U.S., one in Asia and one in Europe, each selecting a regional winner to compete for the global championship at the GSMA Mobile World Congress held annually in Barcelona. The triad of competitions kicked off in 2008 in Atlanta with the U.S. leg of the competition – the GSMA's first event of its kind in the United States. See www.mobileinnovation.org

Background

Expectations were high, as this was the first regional event of three that would lead up to the world championship, and would therefore initiate industry and media interest in the Mobile Innovation Marketplace program in general, and the U.S. event specifically.

Mi liberty was engaged to drive media attendance and coverage of the event, help facilitate media sponsorship, and manage the media at the event.

Objective

The Atlanta Mobile Innovation Marketplace event presented the opportunity to set benchmarks for future US events, and to learn what works and what doesn't – and integrate that knowledge into future events.

Success would be measured on:

- the quality as well as the quantity of media attracted to attend the event
- the quality and quantity of broadcast media and business press coverage and post-event "news" stories and features
- the quality and quantity of coverage about Mobile Innovation Marketplace secured via pre, during and post event media outreach through tactical campaigns

Our Approach

To drive media interest in an event largely unknown in the US, Mi liberty recognized the need for the GSMA to partner with the top trade magazines. In addition, while this was 'mobile industry' news, there was also an opportunity to engage the local press regarding an event of such significance and innovation taking place in Atlanta.

One strong news angle was the GSMA relocating its global conference management headquarters to not only the United States, but to Atlanta specifically, so outreach began to the local business and technology press as well as national trade and business press.

With CNN's worldwide headquarters right across the street from the event location, Mi liberty began promoting the event to CNN's technology correspondents as an easy story to capture.

Finally, Mi liberty planned to leverage both the entrepreneurial nature of the event, and the quiet relocation of the GSMA's conference division to the Atlanta area, as excellent opportunities to build relationships with local business and political leaders.

Results

Through its long-standing and strong professional relationships with the publishers and editors of Wireless Week and RCR Wireless News, Mi liberty assisted in securing these media as partners and sponsors for the Mobile Innovation Marketplace event.

Using the "GSMA Conferences relocating to the US" angle, interviews were set up with Wireless Week and the Atlanta Journal Constitution. These articles helped to catalyze media interest.

CNN responded to the pitch. On the first day of the event, a CNN photographer walked the exhibition floor. Later, a producer came by to "kick the tires". She promptly returned with a camera crew and ran two different national segments on CNN on the exhibitors.

Mi liberty's media outreach resulted in the placement of over 15 news articles in total coverage in prominent media such as RCR Wireless News, Wireless Week, the Atlanta Journal Constitution and CNN. A post-event audit delivered complimentary comments from the media and their desire to attend future GSMA events.

Mi liberty's outreach to the local political and business leaders resulted in the Lieutenant Governor of the state of Georgia inviting Mi liberty to the state capital for a meeting, after which a further meeting was requested with the GSMA to discuss attracting more "innovative" companies to the area. The Lt. Governor also offered to open the event with a welcome on behalf of the state. His presence created an additional buzz at the event and gave added credibility to the Mobile Innovation Marketplace.

With this work for the GSMA, Mi liberty has set the foundation for future Mobile Innovation Marketplace events, by creating awareness in the community about these prestigious awards, and also showcasing the level of coverage winners can expect to obtain through both participating in the event, and winning the awards.

Andy McGuire, Vice President, Mobile Innovation, summarized Mi liberty's work as follows:

"This event had to set the standard for our ongoing program, in terms of profile, publicity, messaging and media pick-up. Mi liberty delivered over and above our expectations, helping us to build a solid foundation from which the Mobile Innovation Marketplace can flourish."