

## Case Study – Picsel Technologies – Positioning Picsel as a thought-leader within mobile user experience

### Introduction

Picsel Technologies ([www.picsel.com](http://www.picsel.com)) is a dynamic mobile solutions provider. Picsel's pioneering software brings content on mobile to life. Its technology is found in over 200 million wireless devices worldwide and vastly improves the mobile content experience for consumers, by enabling any content to be delivered to any mobile device at any time.

### Background

Mi liberty started working with Picsel in April 2006 with the brief of developing their communications strategy, through to all external messaging, positioning of senior executives and eventual roll-out of the technology to both UK and US media and trade analyst communities.

### Objective

Mi liberty developed and implemented a PR campaign to primarily raise awareness of the Picsel brand amongst the key mobile influencers within the UK and US markets. Picsel's offering spanned a number of audiences, so the initial challenge was to realign both product and corporate level messaging.

The second phase of the campaign was to launch not only a brand and technology, but a vision that had originated some years before from Picsel's founder and now CEO, Imran Khand, that the presentation of user interface is intrinsically linked to user experience, and hence pivotal to the success of any application or service that would be made available on the mobile platform.

### Our Approach

Working closely with the senior management team at Picsel, Mi liberty developed the necessary press collaterals that were initially required to launch the company. That also included running a number of positioning and messaging workshops to devise not only a definition of what the technology was, but how it would fit within such a fast moving industry.

To launch Picsel, Mi liberty created a press event that captured the theme of mobile user experience. The idea was to build an annual media event and industry forum that would allow Picsel to spearhead the concept and importance of 'mobile user experience'. The strategy to launch included an online pre-event teaser campaign supported with a dedicated microsite tailored to build momentum in run up to the show. Content in the form of presentations provided at the show, images, vox-pops were then all uploaded to the site. The industry panel debate was also streamed to bloggers and other journalists not in attendance several hours after the event.

In order to maximise Picsel's stance as both an established reputable company and thought-leader, Mi liberty harnessed a number of their own partners within the mobile industry and framed the event as a wider industry event that would address the topic of 'user experience'. Those partners that supported the event included spokespeople from T-Mobile, Samsung, Vodafone and M:Metrics.

### Results

Since inception of the campaign, Mi liberty achieved a very positive spread coverage in all tier one media publications, which attracted not only brand awareness within all media communities but attracted a number of new customers for Picsel. Those included European content providers Associated Press, Informa Telecoms & Media, Marie Claire, PriceRunner UK and Yankee Group.

The launch event also set the scene for Picsel's activity at Mobile World Congress in 2008, ensuring continuity of media and analyst relations and providing profile for Picsel.

The BIG Experience event was very well attended by both media and analysts, with over 50 in attendance. See for more info <http://www.picsel.com/index.php/mediacentre/read/121/>

Coverage included tier one trade, national and broadcast outlets – those highlights from the Picsel 'BIG Experience' event included:

#### Coverage

Flotation lure for Scots web mobile business

Demand pushes Picsel profit up 600%

Picsel aims to boost mobile content usage with new partnerships

Associated Press Plans Mobile News Service  
Associated Press to launch mobile service

Picsel announces new partnerships

Picsel & Friction TV – video ranting goes mobile

Hot news: mobile service from Associated Press

Picsel Technologies partners with FrictionTV

Picsel takes Associated Press mobile

Picsel snaps up video debating site for mobile

Picsel aims to boost mobile content usage with new partnerships

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AP teams with Picsel for mobile news service

Picsel headlines Associated Press mobile service

AP Adopts Picsel Technology Graphics Software for Mobile Rich-Media Launch

Picsel Picks a Pair of Partners