

Case Study – QCT – From chipset to consumer – bringing QCT innovation to a wider audience

Quote from the client

"Mi liberty has been instrumental in laying the foundations both internally and externally towards a more consumer orientated message that would open the door to a wider berth of media. Their efforts culminated in the successful creation of our very own European Innovation Showcase in London that has very much set the tone for future global campaigns of similar nature."

Introduction

Qualcomm CDMA Technologies (QCT) (www.qctconnect.com) is the global leader in integrated wireless technologies, powering the majority of all 3G devices commercially available today. Building on its legacy of successful innovation, QCT is pioneering new mobile experiences and working with device manufacturers, network operators, infrastructure providers and software developers to bring them to consumers.

Mi liberty has managed QCT's public relations program since 2005 within both the UK and European regions.

Background

QCT is the world's largest provider of wireless chipset technology, powering the majority of all 3G devices commercially available today. QCT well known for innovating in its core market through its Cellular Products Group which develops LTE/UMTS/CDMA wireless modems, extended its proposition to two new markets:

- 1) Embedded 3G connectivity in notebooks: the Gobi embedded module brings wireless connectivity to laptops without the need for external datacards and dongles.
- 2) Pocketable and Mobile Computing Devices: based on the Snapdragon chipset that will power a new breed of device in computing and consumer electronics.

Objective

QCT's overall business objective for its communications is to promote the diversification of wireless into new product segments, and to build a new communications platform which delivers a more consumer-orientated message. Historically known for pioneering the growth of CDMA and 3G technologies, QCT is now focused on a broader range of connected devices, including laptops, netbooks and consumer electronics.

The ultimate challenge for Mi liberty was to change the European media's perception of Qualcomm, from a highly technical company

focused only on silicon chips, to that of a company leading the transformation of consumer wireless connectivity through a mixture of hardware, software and services. As the aim was to change global as well as local perceptions, we worked in partnership with QCT's other PR teams in North America, Taiwan and China to define long-term strategy and tactics. Tasked with initiating this change ahead of Mobile World Congress in 2008, our objective was to build a strategic 12-18 month plan, extending to MWC 2009 and beyond.

Our Approach

To effect positive and gradual changes in how the media viewed QCT, Mi liberty firstly crafted a different set of messages to the target media segments; business, trade, consumer and electronics. We were also tasked with educating spokespeople internally to adopt a fresh and innovative style to media and analysts. We took QCT executives through a process of media training to ensure that all spokespeople were on message and could talk in a revised style that encompassed not only the new product led messages, but a broader business message that was more consumer-centric.

Mi liberty organised a number of briefings prior to Barcelona's Mobile World Congress 2008, which resulted in several articles being published on the first day of the show. All articles reflected the change in message. In addition to the media activity, Mi liberty embarked on an analyst tour in London for 2 days to provide news in advance to those analysts not attending the show.

During MWC the weight of news announcements creates a challenge for every PR agency looking to ensure profile for its client. Mi liberty focused on aligning each announcement made by QCT with the revised messages, as well as leveraging all complementary announcements by other leading industry players. Each media briefing at MWC was closely managed to ensure consistency of messaging.

This proactive and reactive approach served to develop consistency, highlight proof points, and demonstrate QCT's strength and depth of involvement in and commitment to, wireless connectivity worldwide.

Results

The proactive approach to clearly defining and articulating the impact of QCT's innovations on consumer devices put the QCT profile, capabilities and message firmly on the agenda of many new media outlets. Coverage from the Mobile World Congress activity continued to appear for many months after the events – highlights at and after the Congress included.

- Broadcast media including Sky News, BBC Click, O1net and TelecomTV
- Trade publications including EE Times, The Register and Electronics Weekly
- Business publications including The Independent
- Consumer tech publications including CNET.co.uk and Shiny Shiny

Coverage highlights from MWC can be seen by following the links below:

[Silicon.com](#) [Is this the next generation of mini laptops?](#)

[Stuff](#) [Is this the death of the dongle?](#)

[Mobile Entertainment](#) [Qualcomm: Super-fast mobile broadband is imminent](#)

[Engadget](#) [Qualcomm shows off Snapdragon-based netbook/tablet concept](#)

[EE Times](#) [Qualcomm outlines aggressive plans for LTE chips](#)

[Total Telecom](#) [Qualcomm sees LTE handset sales by late 2010](#)

The momentum of this strategic change in QCT's communications was continued throughout 2008 and in December Mi liberty launched the inaugural annual media and analyst event for QCT in Europe.

The QCT European Innovation Showcase was designed to highlight QCT's range of technologies and provide a forum for media and analysts to learn about and discuss Snapdragon, Gobi, HSPA+ and Android developments. It was also a platform for promoting QCT's market position, innovation and vision.

Broadcast clips from the EIS event can be seen by following the link below:

[Telecom TV](#) [Innovation takes centre stage](#)

This event in turn has set the scene for QCT's activity at the forthcoming Mobile World Congress 2009, ensuring continuity of media and analyst relations and providing profile for QCT – enabling a regular flow of product, technology, innovation and opinion-based news.