

## Case Study – Qualcomm – Taking Europe to Asia – Building Knowledge and Relationships

### Introduction

Qualcomm Incorporated ([www.qualcomm.com](http://www.qualcomm.com)) is a leading developer and innovator of advanced wireless technologies and data solutions. By mid-2006, its 3G and 4G technologies had been widely adopted in Asian markets, but the company had seen slower adoption in the UK and Europe.

### Background

Qualcomm was looking to showcase some of the cutting edge mobile technologies and services which its partners are deploying in Asia, known as the world's most advanced mobile market.

### Objective

The objective was to educate UK and European media and highlight new technologies that show what is possible with tomorrow's mobile handsets. It is often said that the Japanese and Korean markets are 3-5 years ahead of Europe and the US, so for the media it was a chance to experience technologies which could make their way to Europe in the future. From a coverage perspective, the ultimate goal was to generate news coverage that would accelerate the uptake of 3G and 4G technologies.

### Our Approach

Mi liberty devised a media relations programme that would engage key media in the absence of hard news by capturing and showcasing the "lifestyle" element of innovative technologies that are becoming widespread in Asia but not yet in the UK or Europe.

Mi liberty led and managed a UK and European press tour to the advanced technology markets of Japan and South Korea. Qualcomm was able to demonstrate to media how its technologies were being used in these markets, and what it hoped to bring to the UK and Europe. Visits were arranged to customer and partner offices including Samsung, LG, South Korea Telecom, NTT DoCoMo and KDDI Design Studio.

The trip presented the European and UK media with an opportunity to look at Qualcomm from all perspectives (customer, partner and internal), speak with some of the world's leading technology companies, as well as view emerging technologies in a different market. Qualcomm had a unique opportunity to showcase its 3G / 4G roadmap and product evolution to what was essentially a captive media audience.

### Results

The resulting coverage spanned print, online and broadcast programs including Sky News, New Media Age, Shiny Shiny, Custom PC and T3 Magazine.

To receive so much consumer coverage was a huge win, as Qualcomm had not to date had that exposure. The coverage directly opened doors for new consumer-focused partnership opportunities.

The most significant result however was the media relationships built. Qualcomm was able to build and nurture media relationships, as well as provide media with the information and experience to write about advanced 3G and 4G technologies.

