

New Product / Category Launches

Investment: \$8,500/month | Timeframe: 2 years | Location: California



Microtek USA

Scanning / Imaging Technology • Consumer • SOHO / Corprate • Publicly-Traded

CHALLENGE: A mid-sized leading scanner manufacturer, Microtek was consistently first-to-market with cost-effective, high-quality imaging solutions. Lacking the communication resources and expertise to effectively promote its technology advancements, Microtek often found itself being usurped by larger-sized companies with significantly more market share, brand awareness and marketing dollars. Although Microtek was winning countless awards for its products and technology, buyers didn't associate the company as their first choice and were often unaware of Microtek's product advantages. Microtek's challenge was to convert its leading technology into product sales by attacking the consumer and enterprise markets with new messaging, applications and product features.

RESULTS:

- ▶ **287 Articles** for ImageDeck™, ScanMaker™, SlimScan™ product lines
- ▶ **81 Articles** on Microtek USA
- ▶ **Featured in National Publications** – *Business Week, Fortune, Inc., Entrepreneur's Business Start-Ups, Child Magazine, Parade, Working Woman, New York Times, Popular Science*
- ▶ **Featured in Key Computer Trades** – *Computer Shopper, PC Magazine, Windows Magazine, PC World, InfoWorld, MacWorld, PC Computing, Home Office Computing, Computer Buyer's Guide and Handbook, Computer Reseller News*
- ▶ **2 New Product Category Launches** – ImageDeck™ & Digital Activity Shoppe
- ▶ **New Market Exposure** – Holiday Gift Guides, TV Talk Shows, Women's/Children's Magazines, Crafting Publications
- ▶ **2 National Press Tours**
- ▶ Developed New Press Kit & Key Messaging Document
- ▶ Trade Show PR & Executive Spokesperson Training

“Eye-To-Eye Communications’ attention to detail and their understanding of technology, consumer messaging and crisis communications helped elevate Microtek’s position in the industry and perception in the marketplace. As a business partner, they are an exceptional part of a marketing team.”

– Mary Ann Whitlock
Director of Marketing



MICROTEK