ERICSSON

C A S E S T U D Y :

ERICSSON MSA

MARKETING CHALLENGE:
Ericsson MSA, a new subsidiary of the Swedish-based parent company, Ericsson Telecom, launched their first product in the U.S. market – the ANx-DSL Digital Subscriber Line product that would compete heavily against well established companies - Lucent, Nortel, and Alcatel.

MARKETING OBJECTIVE:
Position Ericsson MSA as an innovative new arrival into the Telecom Access Products arena.
Position Ericsson as the "next generation," delivering more bandwidth, high-speed performance and value.

TARGET AUDIENCE:
PRIMARY: ILECS (local exchange carriers) SECONDARY: ISPs (Internet service providers)

CREATIVE STRATEGY:
'The Maximum Capacity - Minimum Investment' campaign was born. Developed three double page spread ads with a common theme utilizing familiar circa 1950s vintage photographs showing people in "Maximum Capacity"situations:

1. A vintage volkswagen stuffed to capacity with college students
2. A phone booth crammed with students
3. A human pyramid of 30+ college students

MEDIA:
An aggressive media campaign was implemented in major trade publications.
A direct mail effort with video was directed to key influentials within the target markets.

RESULTS:
Within the first year of launch, revenue contract goals had been exceeded. Ericsson MSA was successfully positioned as the new contender amongst top providers of high-speed access products. Further, independent reader surveys conducted by the leading publications ranked the campaign as having the highest recall value in their magazine. The Campaign won numerous international awards for creativity and effectiveness achievement including "The Most Effective Global Campaign.'