

Despite its technologically superior product, Microware was suffering losses for several years because of competition. Snow's goal was to help brand Microware's product to have a competitive advantage.

## A Study in Strategic Positioning and PR

Microware Systems Corporation produces software for embedded devices such as cell phones, set-top boxes, digital television, and other products. It had been suffering losses for several years because of competition, despite its technologically superior product.

### Our Actions

- Researched Microware's and competition's strengths and weaknesses.
- Conducted branding exercises that evaluated the core benefits and values.
- Determined that time to market was a key factor in companies' buying decisions.
- Developed new tagline, "Get to market first™," as well as several ancillary messages showcasing Microware's products' trouble-free implementation and ease of use.
- Developed print ads that conveyed Microware's speed to market: leaping frogs to evoke "leaping ahead of the competition" and race cars speeding to be the first.
- Conducted a PR campaign built around the branding theme of speed to market, including news releases, media pitches, case studies and articles written by Microware's experts.
- Developed a press kit.

Microware's speed to market ad campaign utilized imagery of leaping frogs to evoke "leaping ahead of the competition," and race cars speeding to be the first.

### Our Results

- Microware received regular media placements in all of its target publications, including *Dr. Dobbs Journal*, *Embedded Systems Programming*, *Electronic Design* and *EE Times*.
- A *Barron's* article mentioned Microware in the same breath as Microsoft and Oracle.
- Sun Microsystems CEO Scott McNealy cited Microware in his keynote address at JavaOne 2000.
- Reporters and editors from *SD Times*, *Java Report*, *Information Week* and others interviewed Microware executives at JavaOne 2000.
- The two ads have been placed in multiple publications, including *EE Times* and *Embedded Systems Journal*.

