

Case Study



SkyGo

SkyGo Goes Wireless in Boulder

Background

SkyGo joined Pacifico's list of clients just three weeks prior to the launch of its groundbreaking wireless marketing study in Boulder, Colorado. The objectives of the study were to test the effectiveness of advertising to consumers via Internet-enabled mobile phones, and to create industry-wide acceptable usage standards for wireless marketing.

The Challenge

Pacifico had three major goals for this PR effort:

- Familiarize local journalists with SkyGo's marketing study and generate interest from 1,000 potential participants
- Create and maintain a buzz in the business and trade press about this evolving medium, positioning SkyGo and its executives as industry visionaries
- Maintain a high level of media exposure throughout the study's duration, leading to SkyGo's announcement of its findings and product releases.

The Approach

Pacifico's efforts began at the local level by contacting Denver's top-rated local newscast, KUSA-TV, and securing a live interview with its business reporter. Next, Pacifico secured exclusive articles with the Denver Post's

telecom reporter and a reporter from Boulder's local newspaper. This ensured that on the day SkyGo announced the study launch, the news was featured in several of the area's top media outlets.

With a steady flow of eager consumers signing up to participate in the study as a result of the coverage, Pacifico shifted its focus to the national media. Pacifico worked with SkyGo to develop a pipeline of press releases that would roll out during the study's first three months. Pacifico's plan was designed to announce "heavy hitting" trial partners (i.e., Visa, Bolt.com, Digital Impact and Catalina Marketing) throughout the study's first few weeks, leading up to the release of first phase results.

The announcements were targeted to different sectors of the press, as appropriate. For instance, the Visa announcement was targeted to the business and financial media, generating articles in *Newsday*, *FutureBanker* and the *Chicago Tribune*. The Digital Impact and Catalina announcements were targeted to advertising and interactive marketing publications, generating articles in *Interactive Week* and *DM News*.

Results

As each release was pitched and announced, more and more publicity was generated, creating a snowball effect of media coverage. The results included articles in The New York Times, Business 2.0, Wireless Week and M-Business magazine.

As the study started to wind down, Pacifico began planning a media tour to pre-brief a select group of analysts and reporters about SkyGo's findings. Pacifico secured briefings with all of the top analysts covering the wireless and advertising spaces, and secured exclusive articles in Advertising Age, RCR Wireless News and Computerworld.

The resulting articles again snowballed into additional coverage, which continued throughout the summer of 2001. In subsequent months, numerous follow-up articles appeared in publications such as USA Today, Entrepreneur Magazine, iMarketing News and Wireless Week. In addition, SkyGo has been referenced on numerous occasions in industry trade publications and newspapers around the world. Pacifico's success with this campaign allowed SkyGo to carry over momentum to its spring 2001 product launch and subsequent company announcements. In addition, SkyGo and its executives have been accurately perceived as wireless industry visionaries and are routinely asked to serve as expert references to the media and invited to speak at industry events such as Internet World, CTIA Wireless 2001 and PCIA Global Xchange 2001.