

StartupFactory™

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Case Study: ABB Energy Interactive



ABB Energy Interactive

Headquarters: Oakland, CA

Product: Energy Information Systems

Market: Industrial Electrical Energy

Key Challenges

Prospects had a poor understanding of how the retail energy market functions. Little or no awareness of the existence of such a software tool. Prospects were unaware of the company or its product offerings; a classic start-up scenario.

StartupFactory, developed an informational booklet that explained how industrial energy consumers could monitor, measure and plan energy consumption with the new ABB tool. We followed up with a three-ad print campaign to support the positioning. In advance of a key trade show we initiated a pre-show direct mail campaign to pre-position the product and drive foot traffic to the exhibit. We designed and managed the exhibit and tracked leads. StartupFactory organized a community event featuring the Mayor of Oakland, Honorable Edmond G. Brown, Jr. The 4-month campaign result was a 27% month-over-month increase in leads leading to sales.



Program Elements

- Print Advertising
- Public Relations
- Direct Marketing
- Trade show Support
- Collateral Materials