



## **Protean's SmartHeat® campaign for OK International gets a warm reception at Productronica**

As one of the world's largest trade shows for electronics production, Productronica 2007 provided a valuable forum for OK International to promote its expertise to an international audience. Teaming up with global marketing partner Protean, the result was a campaign that exceeded all expectations.

Protean Managing Director, Greg Robinson, explains: "The basis of the campaign was to develop a key client database by capturing as many high quality names at Productronica as possible, essential to maintaining and building positive customer relationships through ongoing communications. We also set out to promote the key capabilities of the company's innovative SmartHeat® soldering technology."

Tom Seratti, VP Global Sales & Marketing at OK International enthused: "We asked Protean to get attention for our SmartHeat® technology and the real results it could achieve for visitors through enhanced thermal control. In doing so, we aimed to generate a much better customer database. The attention we got was phenomenal, they created a real buzz on and around the stand at Productronica; we were truly delighted with their work."

Protean's SmartHeat® Productronica campaign for OK International was unique for two reasons. Firstly, it was a stand-alone campaign and did not tie in with any previous marketing activity. This not only enabled OK International to form a statistical analysis of how Protean performed, it also presented Protean with an opportunity to devise a campaign considerably different to anything that had gone before it.

Secondly, since the campaign utilised a striking image that generated a large amount of attention, a new tone of intrigue and prestige was introduced, enabling OK International to fully capitalise on it later at the show. Tom explains: "The image was ingenious – it featured a Zippo lighter with water as its flame, with the strapline, 'Heat Made Cool'. Simple but extremely effective."

### **Heat Made Cool – from concept to reality**

Initially, two direct emails were sent out in German and English to create a buzz around the stand with the slogan 'Keep your cool with SmartHeat® technology'. These were extremely well received, generating a view rate of 22% in week one and 25% in week two. Further emails were used to introduce the SmartHeat® message, centred on the 'It's cool to be Smart' line and outlining further detail about products and solutions.

According to Tom: "The simplicity of the words was extremely powerful and impressive, too, since it takes great skill to explain complicated technology in straightforward and striking language. Protean really created a fantastic campaign to raise awareness of OK International and our SmartHeat® technology."

Protean also devised OK International's stand graphics, an important strategic element of the Productronica campaign. A set of teaser banners adorned the entrance corridors to Productronica inviting visitors to the stand to see exactly how SmartHeat® made heat 'cool'. Corresponding stand graphics utilised the same striking 'Zippo image' tying all elements of the campaign together. As well as this, Protean targeted key trade titles, a focus that included a belly wrap advert around one of the leading B2B magazines.

Tom explains: "Protean gained us exposure from every possible angle. They carried out a set of targeted direct emails, introducing and explaining our technology. They then set about placing our advertising in key titles that would guarantee high quality interest in our products. The campaign was then strengthened further by teaser ads placed in the entrance corridors to our stand with matching and, by then, extremely high profile graphics on the stand."

He continues: "For us, the real stroke of genius lay in Protean's suggestion to display the new SmartHeat® products in a private preview room, which only invited press and key customers could enter. The feeling of privilege and importance it created among our customers and potential new customers, as well as a heightened interest from the press, was amazing. It also managed to cause quite a stir among our competitors too!"

With a series of press meetings completed on the stand to ensure all media understood the workings of the new technology and were fully aware of exactly where SmartHeat® fitted into the product hierarchy with other OK International and Metcal products, OK International left the show with 230 high quality sales leads. A thank you email was forwarded after the show and all responses were handed over to the distributors to deal with directly – increasing the potential customer database even further.

Tom concludes: "Leaving Productronica with an amazing 230 high quality sales leads exceeded our expectations of success. Protean ran a truly effective campaign for us and we would definitely recommend them – they totally understand this market."

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