

Brief

Create a marketing strategy to raise awareness and drive web traffic of a New Processor embedded range of microcontrollers from Fujitsu Semiconductor Europe in a 4 month period.

Client Profile

Fujitsu Semiconductor Europe is a major supplier of semiconductor products providing advanced systems solutions to the automotive, digital TV, mobile telephony, networking and industrial markets. Engineers from European design & development centres work closely with Fujitsu Semiconductor's marketing and sales teams throughout EMEA to satisfy customers' systems development requirements.

Deliverables

A targeted campaign was developed to include, PR, Advertising, Articles, Online Newsletters, Video and 2 flavours of banner activity.

Results

- Press Releases and Articles were monitored for European coverage and achieved success on 30+ websites.
- Advertising (always difficult to measure) was directly responsible for increased site traffic. Doubling or tripling site activity on the days immediately after the ad appeared.
- Online Newsletters ran across Europe generating over 1000 clicks back to website.
- Videos on YouTube and industry-specific sites gave us viewing figures of 500+
- Banner ads were placed on industry media sites and also on technical engineering websites generating in excess of 3175 measured clicks.
- Website traffic for landing page was on average 3 times more popular than the homepage for the length of the campaign.

Conclusion

This brief touched all areas of JDK making it a real team effort. Client delighted with results. Clear briefing helped define strategy. We are now progressing a similar campaign after this success.

