

Brief

To provide a complete suite of technical and marketing support material for each new range of rugged Remote Control System products for release in 2011. Four to six new products are planned and the process is well underway.



Client Profile

RF Solutions Ltd is the UK's leading supplier of 'high end' remote control systems for commercial, industrial and domestic applications. RF Solutions has twenty years experience in the design of Radio systems. Manufacturing capability is a state of the art automated process meeting IPC-A-610 within ISO9001. RF Solutions specialises in offering a custom design and manufacture service and supplies OEM system solutions from slightly modified to totally bespoke.

Deliverables

As RF Solutions completes the definition of each new product and initiates the release program, JDK delivers a full suite of supporting, printed, online and video material as well as press coverage announcing new products to the target markets.

Results

- RF Solution's technical support organisation is already experiencing reduced demand for telephone support now customers installing in the field are better informed
- Product flyers & datasheets are engaging and informing customers. Also informative videos are now actively supporting customers in the field
- Consistently published press releases reliably inform of new products and raising interest, confidence levels and ultimately volume of sales.
- Consistency of data across all mediums is managed (all printed items also available through product / applications areas of website)

Conclusion

This brief has successfully leveraged a broad spectrum of JDK's in-house skills, from traditional flyer creation, to the very latest in digital video generation expertise. It draws on in-house technical knowledge of the electronics industry and markets as well as established relationships with the industry's most influential editors and journalists.