

Getting Above the Noise

How Widelity achieved industry and media recognition and success on a limited budget at the global BlackBerry conference, WES 2010

Widelity was bought by Wmode in September 2010. The Agency services [Wmode](#) with all of their communications and PR requirements, including working as an integral member of the team to launch a new startup, [AppCarousel](#), at Open Mobile Summit in San Francisco in November 2011.

In spring of 2010 The Agency was engaged by Widelity™, a technology start-up with a very limited budget, to ramp up their exposure in the mobile app world in preparation for their attendance at WES 2010. WES is an annual global industry conference hosted by RIM, the maker of BlackBerry® smartphones, with more than 5,000 attendees from over 100 countries.

Widelity is the award-winning developer of the momentem™ call tagging and activity tracking service for BlackBerry. The home of mobile business intelligence and mobile semantic tagging, and now of the Name Your Price pricing model, Widelity is “giving telephone tag a whole new meaning” through its innovative business and personal mobile applications and services.

The objectives of this project were to get the company noticed by key decision makers at RIM and secure solid media coverage in the lead-up to, during, and post WES 2010. During the planning process, we advised our client to become a sponsor at WES. Working with the President and CMO, Terry Hughes, we mapped out the WES strategy, creating a solid communications plan, a useful set of tools and messaging to the key target sectors.

Looking for new and innovative ways to reach the target audiences we (The Agency and Widelity working together as one team) created and published a series of targeted white papers – one looking back at lessons learned, a second looking to the future of the industry and the move to prosumerisation, two others which analyzed the impact that metrics and customer feedback can have on a shaping the success of a company’s business plan, and a final paper about RIM’s Super App initiative. All of these papers were published online, minimizing paper waste and cost. In addition, we submitted the prosumerisation paper and details to Wikipedia (see the bottom of that Wikipedia page for the listing) and created a dedicated webpage, [www.prosumerise.com](#). To further promote the two key white papers on the lessons learned and prosumerisation we wrote and distributed two press releases to a selected list of key media outlets.

To distribute the white papers and information during the conference we set up a series of direct auto-reply audience specific email addresses ([carriers@widelity.com](#); [enterprise@widelity.com](#); [media@widelity.com](#); [rim@widelity.com](#); etc). Each auto-reply email contained links and detailed information about momentem™ and Widelity that was specific to the intended audience. We created stickers with the key company messages and a space to add the auto-reply email address, and placed them on the back of the company business cards that were handed out at the conference, thus achieving three goals (contact information, value proposition, and call to action) within one piece of material.

Along with all of the new materials and tools we worked with the Widelity team to help them sharpen their value proposition, streamline their existing messaging, and clean-up their website. Throughout the project we worked closely with Widelity’s President and the rest of the core team to ensure we were in tune with the company needs. We

were cognizant of the time pressures they were under so we took on many of the tasks, allowing them to get on with their many other business-as-usual projects.

We also attended WES for the entire week where we worked the crowd, networked with RIM, set up media interviews, manned the booth, and supported the Widelity team. We appeared seamlessly as one of the team, and helped to create significant buzz and attention.

The high point was when Mike Lazaridis, former Co-CEO of RIM, came to visit the booth and spent over 10 minutes with Terry Hughes, understanding Widelity's business. Consequently Widelity started working closely with RIM on a number of new initiatives that further enhanced the momentem™ application.

Post WES we have achieved excellent coverage for Widelity across the key story angles we wanted to hit-on with the Lessons Learned and Prosumerisation white papers and releases. A few of the media outlets that have covered Widelity and momentem™ include CrackBerry, CrackBerry TV, BerryReview, PocketBerry, BlackBerry Cool, Berry Reporter, and the Bangkok Post. As well momentem™ was named one of the Top 40 Best Free BlackBerry Apps 2010, to coincide with the show, by mobile.blorge.

Based on the response we achieved at WES, and the credibility that Widelity built up, Terry was then selected by RIM to be a speaker at their next conference, DEVCON 2010 in San Francisco in September 2010.

Overall, The Agency delivered what we set-out to: significant results on a cost-effective basis.

Working hard on a limited budget we achieved our goal at the conference propelling Widelity above the noise in the all-too-crowded mobile app space. Continuing the relationship, The Agency worked with Widelity and Wmode to make their attendance at DEVCON 2010 even more successful in September of 2010.