

Widality

Getting Above the Noise: How Widality achieved industry and media recognition at WES 2010

Objective: To ramp up Widality™'s exposure in the mobile app world in preparation for their attendance at WES 2010, an annual global industry conference with more than 5,000 attendees from over 100 countries

Achievements:

- Achieved significant results on a cost-effective basis
- Gained coverage with targeted industry outlets
- Worked as cohesive unit with the Widality™ team

Widality was the award-winning developer of the momentem™ call tagging and activity tracking service for BlackBerry. 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. Working with the President and CMO, we mapped out the WES strategy, creating a solid communications plan, a useful set of tools, and messaging for the key target sectors. During the planning process, we also advised our client to become a sponsor at WES.

We created and published a series of targeted white papers to reach target audiences – one looking back at lessons learned, one looking to the future of the industry, two others which analyzed the impact that metrics and customer feedback have on a company's business plan, and a final paper about RIM's Super App initiative. To further promote the white papers, we wrote and distributed two press releases to a selected list of media outlets. To distribute the white papers and information during the conference, we set up a series of direct auto-reply audience specific emails. Each auto-reply email contained links and detailed information about the app that was specific to the intended audience.

Along with all of the new materials and tools, we worked with the Widality team to help them sharpen their value proposition, streamline their existing messaging, and cleanup their website. Throughout the project we worked closely with Widality's President and the rest of the core team to ensure that 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 Widality team. We worked seamlessly as members of the team, and helped to create significant buzz and attention.

Mike Lazaridis, former Co-CEO of RIM, even came to visit the booth. He spent over 10 minutes with Widality's CEO. Consequently, Widality started working closely with RIM on a number of new initiatives that further enhanced the application.



Outcomes

- Widality™ and momentem™ were covered by: Bangkok Post, BerryReview, Berry Reporter, BlackBerry Cool, CrackBerry, CrackBerry TV, and PocketBerry
- momentem™ was named one of the Top 40 Best Free BlackBerry Apps 2010, to coincide with the show, by mobile.blorge
- CEO of Widality was selected by RIM to be a speaker at DEVCON 2010 in San Francisco that September