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**Corporate Launch:  
Nevion**

## ***Nevion – The Leader in Flexible, Scalable Video transport***

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### ***Situation:***

- Nevion was a new company—the result of a US-based telecom-company joining with a European-based broadcast-company The name and company was new; they had no brand identity
- Communications needed to introduce and re-position the new company with synthesized messaging that spoke to both sides of the the current and target client base
- Re-launch presented an opportunity to get Nevion ideally positioned right out of the gate as the leader in the new converged space
- Due to the timing of events, launch had to be rapid and cost-effective while producing immediate results

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### **Objectives:**

- Introduce Nevion to the global telecom and broadcast industries as well as to current customers
- Leverage the positive reputation of the original two companies while creating a new identity for the new company as a global company offering telecom service providers and broadcasters even greater benefits
- Create all messaging and branding materials within 45 days to prepare for integrated kick-off activities including media and analyst tours, media relations campaigns, and large North American and European trade shows
- Create maximum awareness of, and interest in, Nevion through direct outreach to global influencers—key media and analysts—resulting in face-to-face meetings and key story placements

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### **Strategies/Tactics:**

- **Create the right message.** Calysto worked closely with Nevia executives and board members to develop streamlined messaging that defined key points of differentiation significant to Nevia's core audiences. The process included conducting interviews with key executives and a messaging workshop. The resulting key messages were used to develop primary and secondary positioning, new corporate boilerplate and all collateral. The messaging was instituted across all communication channels for consistency and adoption by all, both internally and externally.
- **Develop written tools to make it seamless.** Calysto worked with Nevia to develop all necessary materials for various components of the kick-off campaign, including company profile, market backgrounder, executive bios, press releases and all other press kit materials. These were instrumental in framing discussions with key editors and analysts.
- **A multi-faceted campaign approach.** Calysto implemented a multi-channel communications campaign to maximize reach and results. Major components included North American media and analyst tours with key vertical trades and industry analysts, trade show participation featuring face-to-face meetings, product demos and onsite press events, and targeted media relations campaigns encompassing both corporate announcements and product launches.
- **Brief early and go wide.** Calysto devised a launch plan that centered on key trade telecom and mobile media and analysts as a first tier but also rolled out to secondary trade media, analysts and general business media across all global regions. Due to established industry relationships, Calysto also solicited feedback on positioning from key analysts and media to promote an open door of communication.

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### **Results:**

- Secured more than 40 feature articles and news briefs in more than 10 countries on Neveon's re-branding and NAB participation. Articles covered re-branding, market positioning, key executives, and product launches
- Successfully positioned Neveon CEO as prominent industry expert in contribution-grade video broadcast transport
- Established relationships with key telecommunications and broadcast media and analysts
- Generated significant industry buzz as well as procured hard news on the company, its new identity, and debuting products

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The New York Times

CNNMoney.com™

telecomasia.net

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