

Hitachi-CTA SUPERCOMM 2009

*How to maximize your trade show returns
using public relations.*

HITACHI
Inspire the Next

CAUSTO

CASE STUDY

Hitachi-CTA: SUPERCMM 2009

Situation:

- Hitachi Communication Technologies America (Hitachi – CTA) wanted to make a big splash with the announcement of its new Optical Transport Platform at SUPERCMM 2009.
- Some of Hitachi-CTA's competitors had already announced a product in this area, so the challenge was to make sure the product was not viewed as a “me-too” product.
- Hundreds of news announcements are often made at large tradeshows like SUPERCMM, so Hitachi-CTA needed a strategy that would ensure its product announcement did not get lost in the “noise” of the show.

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Objectives:

- **Position the company as the leading supplier of FTTP solutions for the Americas.** Calysto and Hitachi-CTA used the announcement to firmly establish Hitachi-CTA's commitment to the North American optical market and to reaffirm its history of delivering superior products to its customers.
- **Maximize the value of the SUPERCMM show.** The goal of announcing the product in conjunction with the show was to drive qualified traffic to the Hitachi-CTA booth and thus maximize the value of the dollars spent on the show.

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Strategies/Tactics:

- **Position the product as next-generation.** Calysto worked closely with Hitachi-CTA to create key messages that would clearly convey that the new product “leapfrogged” the competition so it would not be viewed as a “me-too” product.
- **Brief early.** To avoid the announcement getting lost in the noise at the tradeshow, Calysto recommended pre-briefing select media/analysts ahead of time under embargo. In addition, Calysto had a separate list of journalists it would target to set up one-on-one interviews at the show.

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Strategies/Tactics:

- **Brief strategically.** Calysto knew that one of the most effective ways to drive traffic to the Hitachi-CTA booth was to get visibility in front of Hitachi-CTA's customers. Calysto targeted key trade publications that the customers would read, including CED Magazine, Communications Technology, Connected Planet, Fierce Telecom, Light Reading, Lightwave and xchange. Calysto briefed key reporters several weeks prior to the show and made the news available to them under embargo to get the stories written ahead of time. This ensured that Hitachi-CTA got coverage in the most critical publications and also drove customer visibility and ultimately booth traffic.

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Strategies/Tactics:

- **Pay special attention to the Show Daily.** Calysto knew that one of the most effective ways to drive traffic to the Hitachi-CTA booth was to secure coverage in the Show Daily. So Calysto contacted one of the key reporters for that publication several weeks prior to the show and made the news available to him under embargo so he could write his story ahead of time.
- **Target those “in the know.”** Given Hitachi-CTA’s goal of being recognized as the leading supplier of FTTP solutions for the Americas, Calysto gave first priority to the reporters who understood the optical space and would recognize the Hitachi-CTA announcement as “big news.”

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Results:

- **Calysto secured 1 million media impressions on the new product within 24 hours.** Hitachi-CTA's new product received coverage in several key publications, including Connected Planet, Light Reading, Fierce Telecom and many others. (See next page for a list of some of the key publications that covered the report.)
- **Calysto secured a front page story in the Show Daily.** Hitachi-CTA's product was front page news in Day One of the Show Daily.
- **Hitachi-CTA got 10X more traffic from Tier 1 service providers during the SUPERCMM show** despite lower attendance numbers than the previous year.
- **Hitachi-CTA secured an RFP from a large multiple system operator (MSO)** partially as a result of the buzz at the show.

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The Customer's Reaction:

“For Hitachi-CTA’s successful SUPERCMM effort in 2009, Calysto exercised three of their major strengths: They provided strategic counsel based on deep industry knowledge and experience, they worked hard to promote our message, and they simply know everyone in the industry.”

-Pete Westafer, Director of Marketing at Hitachi Communication Technologies America