

# Achieving a Successful Acquisition by Building a Global Brand

## TAT The Astonishing Tribe

*How one company strategically used PR and social media to gain global recognition in just 30 months and position itself for an acquisition – and got a buyout offer from RIM as a result.*



*CAUSTO*

# CASE STUDY

## Driving a Successful Exit: TAT

### ***Situation:***

- TAT The Astonishing Tribe, a Swedish software technology and design company, was well-recognized in its home country and had successfully secured customer contracts with several major mobile handset manufacturers. However, despite its customer success, the company was virtually unknown outside Sweden.
- TAT hired Calysto to develop and implement a public relations and social media plan that would:
  - Help TAT expand its brand beyond Swedish borders;
  - Allow TAT to attract the attention of mobile manufacturers worldwide; and
  - Drive the global recognition that TAT needed to propel the company to the next level and to position the company for potential acquisition.



# CASE STUDY

## Driving a Successful Exit: TAT

### ***Situation:***

- Just 30 months later, Calysto had helped TAT achieve global recognition as a unique player in mobile user interface software, thus helping TAT to attract the attention of market leader Research in Motion (RIM), which acquired TAT in December 2010.

# CASE STUDY

## Driving a Successful Exit: TAT

### *Objectives:*

- **Calysto's mission:** To create awareness of TAT and its products among mobile device manufacturers – TAT's number one target audience – worldwide by developing a PR program designed to strategically position TAT as a visionary and global leader in mobile user interface software.

# CASE STUDY

## Driving a Successful Exit: TAT

### *Strategies/Tactics:*

- **Assess the situation.** Before embarking on a PR campaign, Calysto conducted a communications audit for TAT to determine the baseline perception that media and analysts had about the company – or whether they had even heard of TAT at all.

**The findings:** 80 percent of the top-tier media and analysts contacted could not name even one specific fact about TAT or its products.



# CASE STUDY

## Driving a Successful Exit: TAT

### *Strategies/Tactics:*

- **Build Relationships.** After Calysto conducted the audit for TAT, Calysto began an extensive campaign to reach out to industry research analysts, media and bloggers to make them aware of the company and its unique role in the wireless space. The goal: To have media and analysts begin mentioning TAT and recommending TAT products in their reports, thus building credibility for the company.



# CASE STUDY

## Driving a Successful Exit: TAT

### *Strategies/Tactics:*

- **Pitch the Trend.** Given the low level of awareness of TAT found in its audit, Calysto decided to initially create pitches that focused on a “trend” story. So Calysto created a “frame” for the TAT story around a topic that was creating a lot of buzz in the press at the time, largely due to the success of the launch of the first iPhone: the mobile user interface.
- **Calysto crafted a unique “user interface story”** that reporters could understand and would find newsworthy – and pitched TAT executives as great sources for this story. The goal: to create buzz and coverage in both consumer and trade channels (traditional and online media, tradeshow and blogs) to increase brand recognition for TAT and to drive traffic to the TAT web site.



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# CASE STUDY

## Driving a Successful Exit: TAT

### *Strategies/Tactics:*

- **Build the Buzz.** The next step was to take advantage of social media to visually show reporters how TAT's technology worked. To accomplish this, Calysto distributed media alerts that included links to attention-grabbing YouTube video demonstrations of TAT-developed technology.

This technology featured cool TAT-enabled applications such as 3D maps or screen “foldouts,” which made it look as if a user was actually opening a 3D document on the mobile screen. The goal: To get these creative videos to go viral and thus add not only to the company's brand recognition but also to the “buzz” factor surrounding its products.



# CASE STUDY

## Driving a Successful Exit: TAT

### *Strategies/Tactics:*

- **Turn crisis into opportunity.** When one publication ran inaccurate stories about one TAT software product, calling it “a stalker’s dream,” Calysto turned the crisis into an opportunity for the company within 48 hours by changing the message and using the negative coverage to secure positive coverage on respected news outlets such as CNN, BBC and Fox News.

# CASE STUDY

## Driving a Successful Exit: TAT

### *Strategies/Tactics:*

- **Expand into New Market Segments.** After achieving TAT's goal to create a high level of awareness among mobile manufacturers through its coverage in media and analyst outlets around the globe, Calysto expanded its public relations efforts into vertical industry segments. The goal: To help TAT reach a new group of potential customers, including the automotive and consumer electronics sectors.

# CASE STUDY

## Driving a Successful Exit: TAT

### Results:

- After it began working with Calysto, **TAT went from receiving virtually no coverage outside Sweden to almost immediately securing about 10 hits a month or more** in publications and influential blogging sites around the globe – despite releasing press releases very infrequently (generally less than six per year).
- By early 2010, the number of hits had grown to nearly 30 per month on average. **From January to November 2010, Calysto secured nearly 300 placements for TAT**, with regular coverage in leading mobile blogs and publications, including Engadget and Gizmodo.
- TAT also received coverage in mainstream publications and broadcast outlets – **including CNN Online, The Huffington Post, the Financial Times and NPR.**



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# CASE STUDY

## Driving a Successful Exit: TAT

### Results:

- As a result of Calysto's suggested outreach to the industry analyst community, **TAT was "championed" by many research analysts worldwide**. These are just a few examples:
  - U.K.-based firm CCS Insight's group of global analysts advocated TAT in a report about Android to one of its OEM clients.
  - U.S.-based research firm iSuppli mentioned TAT in a report on wireless communications applications and trends.
  - U.S.-based ABI Research advocated TAT as a technical solution in a report on mobile user interfaces.
- **TAT also used its relationships with research analysts to help fine-tune its business strategy**. For instance, TAT expanded its messaging and visibility into vertical markets such as automotive and consumer electronics when it became clear from its discussion with analysts that connected mobile devices were starting to play an increasingly important role in these markets.

# CASE STUDY

## Driving a Successful Exit: TAT

### Results:

- As a result of the recognition TAT received in the marketplace, the company no longer had to pitch speaking opportunities at major global trade shows. Instead, **company executives were sought out as speakers at several key mobile events, including Mobile World Congress, MobileMonday in Berlin and the Creativity and Technology (CAT) conference in London.**
- As part of Calysto's quick response to a negative story published in a U.K. tabloid, **TAT received positive coverage in respected news outlets such as BBC and Fox News (which reach a combined potential audience of more than 250 million people) within 48 hours after the negative story ran.**

# CASE STUDY

## Driving a Successful Exit: TAT

### Results:

- **Calysto relationships and distribution efforts helped TAT videos go viral.** Calysto helped foster a relationship with an influential blogger at Engadget by successfully setting up a meeting between TAT executives and this journalist at Mobile World Congress. The relationship between Engadget and TAT played a key role in at least one of the demo videos going viral, as it was a posting on Engadget that sparked the widespread distribution of that video.
- One of TAT's videos even reached #1 on ViralBlog's Viral Friday list in September 2010, meaning it was the most popular viral video of the week. (See <http://www.viralblog.com/viral-friday/viral-friday-future-of-screen-technology/#number01>).



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# CASE STUDY

## Driving a Successful Exit: TAT

### Results:

- As a result of the recognition TAT received in the marketplace, **company executives were invited to speak at several key mobile events, including Mobile World Congress, MobileMonday in Berlin and the Creativity and Technology (CAT) conference in London.**
- Just a few months after Calysto began pitching TAT to automotive media and analysts, **Calysto had scheduled briefings for TAT with several key publications**, including *Telematics Update*, *Automotive DesignLine*, *Auto Design Production* and research firms, including Strategy Analytics, AutoPolis and the U.K.-based firm SBD. Pitching efforts in this area stopped after the RIM acquisition was announced (see next slide).



# CASE STUDY

## Driving a Successful Exit: TAT

### *Results:*

- After just 30 months of working with Calysto to successfully expand its recognition in the global market, TAT was acquired by mobile industry leader Research in Motion (RIM).



# CASE STUDY

## A Look at Some of the Global Publications that Featured TAT

THE HUFFINGTON POST

GIZMODO

Q8LIFE'S WEBLOG

HomeBiss

Crunching Technology While Making A Living From Internet Marketing

connected planet

InformationWeek



B | B | C



guardian.co.uk

BLACKWEB 2.0



CellPhones

Cellular phone showcase. A review of the latest mobile phone models.

CNN Tech

FT .com  
FINANCIAL TIMES

SC  
MAGAZINE  
FOR IT SECURITY PROFESSIONALS

TheObserver

T3  
The Gadget Website

engadget

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