

Broadwing – Feature Story Placement



Broadwing – Feature Story Placement

Company:

- ***Broadwing Communications is a facilities-based service provider for wholesale carriers and medium to large enterprises. The carrier hired Calysto to build recognition of its brand in the United States.***

This is the story of how Calysto helped the carrier reach its service provider customers through the placement of a feature article in the number one trade publication, Telephony magazine.

Broadwing – Feature Story Placement

Strategy/Tactics:

- Identified Broadwing key audiences:
 - > Service Providers
 - > Medium-large enterprises
- Developed a tiered/targeted Media list focused on these audiences. Identified top 5 publications for “champion” program
- Identified *Telephony* as the number one publication for reaching Broadwing’s service provider audience
- Prepared for launch of Broadwing VoIP Integrated Access by developing outreach angles to pitch to top tier publications, developing key messages, providing counsel to subject-matter experts on presentation, pre-briefing key analysts
- Pitched *Telephony* editor-in-chief Jason Meyers on an exclusive on VoIP Integrated Access story (upon acceptance of this idea, Calysto ceased all other media outreach)
- While working on this article, we brainstormed with *Telephony* about turning the VoIP Integrated Access exclusive into a larger feature story – on the development and deployment of a new service. This topic would position *Telephony* as having “inside access” to the inner workings of a key service provider



Broadwing – Feature Story Placement

Strategy / Tactics:

- Helped *Telephony* gain inside access to the inner workings of Broadwing by arranging 9 onsite interviews (in two locations) with key Broadwing executives -- at every level of the company, including CEO, CTO, CIO, VP of Engineering, VP of Marketing and several VPs of Product management
- Developed Executive Briefing materials for the Broadwing spokespeople and provided background information on *Telephony* and the editor as well as similar sample articles. Calysto recommended a customized approach and messages for the interviews; Calysto conducted several preparatory briefings with the spokespeople to ensure they were media trained and on-message
- Arranged and conducted pre-briefings with Broadwing VoIP Integrated Access spokespeople and 4 key analysts, including:
 - > IDC
 - > Current Analysis
 - > Stratecast Partners
 - > Frost & Sullivan
- Coordinated an on-site photo shoot for *Telephony* with key Broadwing spokespeople
- Crafted the product announcement and recommended that Broadwing announce the new service at SUPERCMM



Broadwing – Feature Story Placement

Results:

Secured cover feature story in the SUPERCOMM 2005 issue of *Telephony*



Broadwing – Feature Story Placement



"Anyone that's a voiceover IP provider today probably has some services that are still on-premise. We're the one willing to take them to the cloud."

MARK PUFFER

CEO of the application provider, he says the company is looking for ways to expand its footprint. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."



SCOTT KELL

"One of the great things about this company is that the conceptual and assessment process is everybody. We feed back through each other constantly."



BOB OLSEN

"The VWP product offers many more features that are really hard to get to market. It's a real challenge, but it's worth it."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

...and in the end, it's not a question of if, but when. The real test will come when the service is launched and the market reacts. "We're looking for ways to expand our footprint. We're looking for ways to expand our footprint. We're looking for ways to expand our footprint."

48V Power Supply with Battery Back-Up

The Solution: A 48V Power Supply with Battery Back-Up. It's a real challenge, but it's worth it.

Success: A 48V Power Supply with Battery Back-Up. It's a real challenge, but it's worth it.

Features: A 48V Power Supply with Battery Back-Up. It's a real challenge, but it's worth it.

Benefits: A 48V Power Supply with Battery Back-Up. It's a real challenge, but it's worth it.

