

Case Study: *Bluetooth* wireless technology – a transition between two decades

(Client: *Bluetooth Special Interest Group*)

Challenge

Positioning *Bluetooth*, the established wireless technology for short-range mobile connections, as a full-grown and fully adapted industry after 10 years while introducing upcoming solutions for new industries.

Data

Through research, Porter Novelli Brussels mapped the most relevant industry players, events, speaking opportunities and awards as well as options for viral tactics. Furthermore, Porter Novelli used Bluetooth Special Interest Group's annual Millward Brown study on the *Bluetooth* brand awareness.

Insight

In 2008, *Bluetooth* wireless technology celebrated its 10 year anniversary. During the same time, Bluetooth Special Interest Group (SIG) was developing two new *Bluetooth* solutions (*Bluetooth* Low Energy technology for cell battery devices in sports/medical/watches sector and *Bluetooth* high speed technology for wireless transfer of bulk data). During the entire year, Porter Novelli educated press and consumers on the fact that *Bluetooth* wireless technology is more alive than ever after 10 years and used the brand recognition and strong position to obtain endorsement of the new industries.

Approach

On a backbone of press releases and trade events, Porter Novelli reached out to press and consumers using traditional and new channels. Interview sessions, movies produced in-house and by-lined articles were combined with strong on-line presence via Bluetooth.com and social media. Porter Novelli created and distributed the Summer and Christmas edition of the *Bluetooth* Gift Guide, a catalogue with the latest *Bluetooth* products, to press in EMEA and organized a Gift Guide event in London as well as many other successful local gatherings. Porter Novelli visited 8 European countries with a Lotus Elise and Land Rover Lightweight (both equipped with the latest *Bluetooth* products), showing up at mass events to meet with thousands of consumers and journalists.

To obtain endorsement by new industries, Porter Novelli and the SIG participated in specialized fairs and organized events (Medica, ISPO, *Bluetooth* Sport & Fitness Day, *Bluetooth* Evolution Conference) and developed movies on UnPlugFest and *Bluetooth* Low Energy technology (spread via bluetooth.com and YouTube).

Success

Porter Novelli organized over 250 interviews and generated extensive coverage throughout EMEA in the press, on TV and radio. The Gift Guide event attracted over 50 media titles, while cooperating with more than 15 member companies (Motorola, LG, Nokia,...). Porter Novelli secured 6 speaking opportunities and won, among others, a Stevie Award for the SIG. Visits to Bluetooth.com doubled over time, while the online *Bluetooth* community grew steadily via specific actions on YouTube, Facebook and Mike's blog (blog of the CEO of the Bluetooth SIG). Several SIG members engaged in the development of Low Energy after participation in specialized fairs organized by Porter Novelli and the SIG.

For this campaign, Porter Novelli Brussels has been awarded honoree recognition in the 2009 International Business Awards and received a finalist's status in the 2008 European Excellence Award.

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