



SERVICES

- Public Relations
- Branding and Messaging
- Graphic and Web Design

AUDIOPOINT

■ SITUATION ANALYSIS

Audiopoint, a new media/dot-com/e-commerce company that uses speech recognition software to give callers free, on-demand access to Internet-based news and information, had been soft-launched in the Washington, D.C.-metro area. This “voice portal” needed to introduce its national service and was in search of an appropriate outlet.

Boscobel was given only three weeks to create and implement a campaign for the national launch of Audiopoint at Internet World in Los Angeles.

■ OBJECTIVES

- Position Audiopoint as the leader in the burgeoning voice portal marketplace.
- Introduce Audiopoint to the national press and secure story placements in print, broadcast and online outlets to help the company gain quick credibility among consumers, the press and the investment community.
- Coordinate all aspects of the trade show, including collateral pieces, attendee giveaways, press kits and on-site media relations.
- Differentiate Audiopoint—and its emerging brand—from its competitors, despite having a fraction of the competition’s budget.

■ TACTICS

To ramp-up quickly, Boscobel secured press lists from the Internet World organizers. Waves of e-mails were sent to all attending press and key contacts who had registered for the show. Follow-up phone calls were also placed to targeted contacts with the goal of arranging as many media interviews as possible at the show with Audiopoint spokespersons.

In addition, the Boscobel team quickly mobilized to:

- Coordinate additional promotional and speaking opportunities with trade show organizers;
- Design and produce promotional materials and giveaways;
- Upgrade the graphics on the existing Audiopoint Web site for the expected influx of new users and media reporters; and
- Create a “splash theme” as an introduction to the Audiopoint service menu.



From the first time we met it was clear that you understood what we were trying to accomplish; what is most impressive is that you backed up the vision with execution.”

NICK UNGER

PRESIDENT AND CEO
AUDIOPOINT

RESULTS

Despite having only three weeks to prepare for the event, Audiopoint’s nationwide launch was a tremendous success. The company participated in a dozen interviews on the first day of the show and gained recognition as America’s “Audiopoint-of-entry to the Web.” Coverage included segments on ABC News and *Nightly Business Report* (PBS), as well as media placements in *The Wall Street Journal*, *USA Today*, *The New York Times*, *The Washington Post*, *St. Louis Post-Dispatch*, *Business Week* and *Network World*.

As a result of the PR blitz, call volumes within three weeks of the launch had risen an astronomical 3,700 percent. Soon after, the company was purchased by Reuters.