

Client Case Study: XStreamHD

Overview

With a new approach to delivering full high-definition movies, TV, music, and electronic games to the home, XStreamHD faced a crowded field of competitors – from movie download solutions and services, to digital video recorders, to traditional cable and satellite offerings. The company unveiled a first look at its technology at the Consumer Electronics Show (CES) in January 2008, to “stand out” and generate buzz in advance of its Q4 consumer launch.

Core Program

- Developed PR messaging, branding, and materials
- Spearheaded company media launch to introduce XStreamHD to top-tier business, consumer, and trade press
- Managed all show-related media relations, including securing more than 200 RSVPs to the XStreamHD press conference and briefings with key media and analysts at the show booth
- Coordinated press conference logistics as well as other show marketing activities, including awards submissions and off-site VIP events
- Launched comprehensive media blitz, garnering feature coverage with major and broadcast media, as well as key blogs - before, during, and after CES

Sample Results

