

# PRODUCT LAUNCH PROPOSITION DEVELOPMENT FOR VERTICAL MARKETS



**Client:** Canon Europe  
**Client since:** 2007  
**Campaign market focus:** Print + Office (business)  
**Activity:** Product launch proposition development & supporting content creation



## THE BRIEF



The AD Comms team were involved at all launch process stages, helping refine the core value proposition and target audiences, then working with us to define an effective communications process across key sales channels and customer groups.

Their unrivalled knowledge and 'can do' attitude are essential qualities in business today. Working within challenging budgets and timelines required focus, responsiveness and good humour. We are delighted with the outcome and even happier with the resultant level of sales.

Antony White  
 Professional Print Marketing Lead  
 Document Solutions Strategy and Marketing  
 Canon Europe

In 2019, Canon launched a new entry-level model in its imagePRESS series of professional printers, targeting four distinct markets. It was vital to develop and document a clear value proposition for the new product for each of these markets, reflecting their different needs and priorities and conveying the product's key features and benefits for each audience. This would serve as the foundation for all marketing and communications collateral for the launch, ensuring clarity of messaging and consistency of copywriting style and terminology.

As its sector-specialist agency for professional print for more than 10 years, Canon leveraged our deep knowledge of the imagePRESS technology heritage, entrusting us to work as an extension of the product marketing team to create the core product launch content for roll-out across EMEA via its national sales organisations and channel partners.

## THE STRATEGY



Our approach started with gathering insight into each vertical market to fully understand the various business and stakeholder pain points. This was fundamental in helping us to consider the new product's attributes from the perspective of the benefits to each individual customer category, and to shape this into a clear, overarching message for the product. This could then be supported by messages specific to each market, from copy shops and SMEs to creative agencies and in-house marketing departments in sectors such as higher education and government.

This messaging provided the foundation for all content, ensuring a consistent narrative across all launch materials. In addition to customer-facing assets, we supported Canon to develop internal sell-in materials for its direct sales and channel partners, to provide them with a comprehensive understanding of the opportunity to target new vertical markets with the product.

This was accompanied by customer presentations to support Canon Account Managers in conversations with prospects, as well as a positioning guide to highlight the new product's capabilities compared to other imagePRESS products and competitor devices.

## THE TACTICS



Using the value proposition as source material, we created a diverse range of communications and marketing assets to support the product launch.

These included press releases for the distinct target audiences, web landing pages, direct marketing copy, a comprehensive product brochure and a promotional product launch video.

Always keeping the four customer types in mind, two versions of the launch video were created – one focused on the technical innovations of the machine for copy shops who have an in-depth understanding of professional print technology, and a non-technical version more suited to the creative audience who may not be as familiar. This was brought to life not just in the terminology used, but also through the use of different colour palettes and imagery to appeal to each of the different customer environments.

Our work included all copywriting across the portfolio of assets including scripts for the product launch videos, ensuring that visual elements remained consistent with the messaging towards each audience.

The assets were created over an intense two-month period running up to the September 2019 launch, requiring close collaboration and co-ordination with another creative agency and Canon's in-house teams.

## THE OUTCOMES

The comprehensive content distributed across EMEA helped Canon to substantially exceed launch sales targets for the new product, diversifying the customer base and extending professional print capabilities to a new audience.



Achieved 154% of sales compared to target



Exceeded 1,000 unit sales in less than 6 months



Secured 19% market share in Q1 2020

## WANT TO KNOW MORE?

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