

A FRESH APPROACH: LAUNCHING A NEW PRODUCT VIRTUALLY

Client: Canon Europe

Client since: 2007

Campaign market focus: Production print

Activity: Product launch proposition development and virtual launch event support

THE BRIEF



September 2020 was the launch date for the imagePRESS C10010VP series, Canon's new flagship digital toner production printer. As the latest model in a series of proven products in the same technology family, Canon was keen to explain the advanced capabilities of the new press and demonstrate the heritage of the technology platform at its core.

Canon engaged AD to develop the full range of product launch content, ensuring a consistent narrative and tone across all materials.

With international travel and live events restricted by the COVID-19 pandemic, Canon had to adapt its approach for the actual product launch, transforming what would have been a face-to-face customer event into a virtual one.

The challenge for the client marketing team was to recreate the variety and audience engagement of an extended, fully interactive live event within the constraints of a one-hour 'simulive' broadcast.

For us, this meant providing a full, timed script for the pre-recorded broadcast, covering both the senior management introductory sessions and the core product demo delivered by the product manager, as well as preparing all participants for panel-style discussions between the event moderator and presenters.



We also involved real Canon customers, producing a testimonial video about the successes they achieved with imagePRESS technology across EMEA.



The AD Team contributed significantly to the success of our virtual launch event. Their understanding of our business and knowledge of the industry established over a long and strategic commercial relationship is a huge asset. Their support in the preparation and delivery of the event was greatly appreciated and the customer testimonials captured on video was one of the highlights of the event, delivering content that can easily be re-purposed, also adding value for future marketing initiatives.

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



THE PREPARATION



To understand the earlier products' positioning, we reviewed the marketing assets of all existing imagePRESS models to look at how the proposition has evolved to meet customer needs over more than a decade, helping to clearly position and differentiate the new device. Canon's launch messaging needed to align with the wider imagePRESS brand and tell the compelling story of the C10010VP's strong technology roots and new performance features.

Drawing on our specialist knowledge of the commercial print sector, we were able to reflect the pain points of prospective customers and how this new solution addresses them. This core messaging provided the foundation for a bank of launch assets, ensuring a consistent and clear narrative across all platforms.

THE OUTCOMES

The value proposition and supporting launch materials were distributed across EMEA for use by Canon's national sales and marketing teams. The launch has helped to achieve the intended awareness and sales momentum for the new models (C10010VP/C9010VP).



Consistent messaging, content and tone across full range of launch materials



High level of engagement with launch assets and virtual launch event



Consistently high respondent scores in a post-event survey regarding participants' experience of the event

THE EXECUTION



We created a range of communications and marketing materials to support the product launch, using the value proposition and messaging hierarchy as the framework. This included writing and designing the new product brochure, compiling technical information for the datasheet, copywriting e-mail marketing materials and web copy, and developing launch materials for independent trade media and analysts. We also created presentations to support conversations with sales prospects and channel partners, explaining the advantages offered by the new product.

Working closely with the Canon team, we developed the script for the virtual launch with a focus on helping the audience understand how the new imagePRESS reflects wider market trends and opportunities. We also collaborated with the event producers to optimise the overall online experience for participants and ensure a consistent look and feel across all visual elements of the broadcast.

Our customer success video captured imagePRESS users from across EMEA sharing their experiences of using the technology, bringing the product story to life. COVID-19 restrictions dictated that we hosted and recorded the interviews over video conference before editing together the three-minute video, which formed a key part of the virtual launch.



WANT TO KNOW MORE?

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