

FROM LEGACY TO LEADER: HOW ATTUNE ESTABLISHED THE TYCO RETAIL SOLUTIONS BRAND

BACKGROUND

Part of a well-established global company, Tyco Retail Solutions was a thriving retail technology business that no one knew about. With 40+ years under the Sensormatic brand, retail customers around the world were loyal to the technology solutions (mostly centered on their loss prevention efforts), but due to a complex corporate set up and a lack of traditional marketing, few understood Tyco Retail Solutions was behind their success. In 2011, Tyco Retail Solutions hired Attune Communications to establish awareness for the brand – separate from other complementary operating divisions – and in 2013 we were tasked with further managing the brand as it separated from Tyco International. Since then, Attune Communications has focused on expanding the company’s thought leadership position in the market specifically around RFID-based software solutions.

STATE OF PR/CHALLENGE

- + No formal PR program in place – ever.
- + Customer references were tied only to sales.
- + News was limited to corporate level announcements.
- + No presence at NRF – the retail industry’s number one tradeshow.

OBJECTIVES

- + Establish the Tyco Retail Solutions brand, showcasing technology innovation, customer traction, market expertise and thought leadership.
- + Drive the global PR pipeline to arm regional leads with content for use in their respective geographies keeping with key PR themes and messages.
- + Educate the internal team on how and why to use customer references for marketing.
- + As the program grew, elevate the company’s position as a market leader in RFID.

SOLUTION

We began with a modest PR program focused on PR strategy, analyst and, media relations and news generation. After demonstrating immediate value by leveraging existing Attune relationships with key influencers and a keen understanding of the retail IT market, the program quickly expanded to include strategic content development, awards, speaking, customer, event support and social media integration.

RESULTS

The 2012 NRF event served as a “coming out” party for Tyco Retail Solutions. Within the first 60 days of the relationship we conducted eight media interviews and netted four thought leadership byline opportunities. This effort included Tyco’s inclusion in RIS News coveted “Best of NRF” feature article. Since then, the Tyco Retail Solutions brand has evolved and so too have our services and support of the business. From marketing strategy to media relations, content development to customer references, awards to social media, Attune Communications has helped TRS become a poster child for marketing success across the broader \$10B Tyco organization. Leveraging the company’s legacy while simultaneously promoting innovations in new technologies – such as RFID – was critical to helping the organization expand their footprint in the global retail market.

HIGHLIGHTS

- + Since 2011, increased news output by **9xs** and established key media and analyst relationships through consistent, timely outreach.
- + Secured the company’s first ever customer feature in NRF’s **STORES** magazine.
- + For fiscal year 2014, media coverage nearly **doubled** year over year.
- + **Tripled** award wins over the course of the relationship across corporate sustainability, customer success for brands such as Macy’s, Saks, and Chico’s and tech innovation.
- + Cultivated successful **customer reference in Saks** resulting in one newsworthy press release, an award-winning case study, 3 Q&A interviews and 7 pieces of feature coverage.
- + At NRF 2015, secured nearly **20 meetings** across a range of influential press and analysts.

“Attune Communications has enabled us to significantly increase industry awareness of our company and our retail solutions. Their commitment, creativity and professionalism have been a real asset to our company.”

– Kim Warne, *Director of Marketing*
Tyco Retail Solutions