

CASE STUDY

Survey Says: Attune's Jump Start Program Delivers Awareness for Askuity

BACKGROUND

Askuity, an emerging retail sales enablement software vendor, helps some of the world's most recognized brands such as Dyson and Phillips better leverage point-of-sale data for better profits. In the fall of 2016, Attune embarked on a communications project to promote the results of a recent company survey and drive awareness for the organization. Attune developed a Jump Start program that included a PR strategy to publicize the survey results, secure media coverage of the findings, and leverage the identified trends to garner thought leadership opportunities for Askuity's CEO. In just 60 days, Attune connected Askuity with the industry's most influential press and analysts to showcase the company's keen pulse on the market.

Challenge

- Niche market with a focused group of buyers confined to retail brands.
- No existing baseline of awareness or PR activities; limited marketing resources.
- Survey campaign represented the company's most significant opportunity to interact with the market and assert thought leadership for the year.

Objectives

- Generate awareness for Askuity among sales enablement professionals.
- Garner coverage specific to survey findings and accompanying report.
- Set the stage for future thought leadership contributed opportunities to extend momentum beyond campaign project scope.

“Right from the beginning, Attune Communications was able to understand Askuity's PR goals and help us to define a path to success.

Early on, we made it clear that we had a fixed budget to work within and Attune was respectful of our scope and timeframe. They exceeded our expectations, allowing Askuity to gain exposure in a variety of high-volume publications. Attune went above and beyond, sourcing editors in the retail industry that we had not previously identified and securing articles within their respective publications. Based on our success to date, we look forward to once again working with Attune Communications for our future communications campaigns.”

– **Victor Coscarella**, *Director of Marketing*, Askuity

SOLUTION

Leveraging Attune's Jump Start Program, Askuity quickly executed the survey communications project despite a condensed timeframe. In under eight weeks, Attune worked with Askuity to develop strategic messaging for the announcement, craft a newsworthy press release, and identify and pitch top tier media targets. To further the reach of the trends and survey findings, Attune also recommended tying the results to a holiday themed pitch to capitalize on a timely topic for retail press. As a result, **the project netted eleven total media opportunities**, extending the shelf life of the announcement well beyond the 24-hour news cycle. Based on Attune's long history and existing relationships in the CPG and retail technology markets, Askuity was also afforded the opportunity to meet with two high-level analyst firms further establishing their presence among industry influencers.

RESULTS

Attune netted eleven total media opportunities in just 60 days.

Secured six pieces of survey news coverage and five thought leadership opportunities in top tier retail and CPG industry trade publications.

Garnered two high-level industry analyst briefings.