

Case in Point: Positioning Matters

Apollo Cloud: Keeping Content Secure yet Shareable

Promise Technology has a nearly 30-year legacy of providing enterprise-class hardware, software storage architecture and more to some of the biggest names in the storage industry – but when it comes to the consumer technology space, this company was a complete unknown.

Seeking to change that dynamic, Promise developed the Apollo Cloud 4TB unit, a personal cloud appliance and mobile app that addressed the needs of the consumer market.



Seeking to leverage CES to launch the new 2TB Apollo Cloud and fuel consumer sales, Promise connected with Lages to create a program that would extend awareness to influencers, opinion leaders, media, analysts, end-users and channel partners.

At an industry event with the massive size and global scope of CES, success hinges upon rising above the 'noise' that the show creates. Strategic planning and execution were key, and ensuring that top tier media and influencers were briefed and supplied with all necessary assets prior to the show was critical. CES would then be used as a platform to build relationships and drive booth appointments and stop-bys to capture additional coverage.



The Program

Apollo Cloud's CES PR program was crafted to extend the company's reach and visibility for the Apollo Cloud family with the launch of the new 2TB unit.

Focused research was conducted to assess the media market and message treatment for consumer cloud storage. Lages then crafted messaging that addressed gaps in current products and positioned Apollo as a personal cloud appliance that provided security safeguards that the competition could not.

Lages began conducting proactive media outreach to schedule pre-telebriefings in December and early January, as pre-briefings are an ideal way to get media information in advance and avoid the distractions of a noisy environment such as CES.

Lages recommended and orchestrated Apollo Cloud's participation in a high-profile event that promised over 1,300 media attendees. This event allowed Promise to touch a large volume of media in a short timeframe, building relationships that would be leveraged in the next phase of outreach via a review program.





The Results

The program was a resounding success. Over 100 media touchpoints were made over the course of outreach; including pre-briefings, stop-bys at the media event, product review requests and on-stage video interviews at CES. Articles appeared in a range of media outlets – from consumer tech to IT/Storage and Apple-focused publications. Apollo Cloud was well received by media and included in 41 articles for a total of 102,917,017 impressions.

A hallmark of the coverage secured were two stories from *The Wall Street Journal*. One article included Apollo in a lengthy article about **trends at CES (i.e. security, cloud storage, IoT, etc.)** and the other focused on the product and designated it as an Editor's Favorite.

In Their Own Words

"Your data is in your own hands. And running your own cloud provides you a useful defense: obscurity. Hackers motivated by money tend to go after the biggest targets and lowest hanging fruit. Chances are they won't be homing in on your network in search of a cloud server. Also, you are the only one who knows the password. Personal cloud drives might cost more up front, but with no monthly fees, you could even save money. My favorite, Promise Technology's Apollo, comes with 4TB for \$300." – *The Wall Street Journal*

"With no monthly fees, Apollo Cloud makes a compelling alternative to iCloud Photo Library, especially for families who want to back up photos and videos from all their devices in a central place." – *Macworld*

"As Promise Technology's trusted PR partner for more than 3 years, Lages had deep knowledge of the company's history, reputation, goals and product roadmap. As we moved to launch our first consumer storage product, their proven track record and established relationships in the consumer tech space ensured that our Apollo Cloud received optimal exposure. They represented us at a CES media event, which was a great asset –without them, we would not have seen the amount of foot traffic to our booth or media interest that we did. They also successfully landed top-tier reviews and worked with the reviewers to ensure that positioning of Apollo was on-point. The bottom line is that the Lages team worked closely with us each step of the way, from messaging to media relations, and delivered great results."

– *Justin Cleveland, Director of Business Development – IoT, Promise Technology*

The Wall Street Journal, Computerworld, Macworld, Dealerscope, MacSources, Trendhunter, TechRepublic, Gear Diary, Network World, TechConnect, MacTrast, Talkin' Cloud, MacTech, Custom PC Review, MacRumors



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