

Case in Point: Blending Earned Media with Sponsored Content to Maximize Trade Show ROI

Chenbro – Making Chassis a Hot Commodity at Interop and NAB

Trade shows can be excellent venues to step up and have your products - and messages - be seen and heard by industry insiders and media alike. Because the most popular shows draw the biggest, most influential audiences, they also carry the highest price tags as far as exhibiting goes. With that being said, ensuring that your trade show dollars are well spent is a key consideration... and what better way to get the most bang for your buck than by implementing a full-fledged PR and marketing communications program that ties into the show?

Chenbro has been manufacturing chassis solutions that are used by the biggest names in the industry for more than 30 years. Burgeoning industry trends such as cloud computing, mega datacenters and 4k had put Chenbro in the position of needing to keep relevant and stay on top of market trends. A consistent presence and message that would keep the company top of mind and ready to be designed into new products was required.



Chenbro called on Lages & Associates to formulate a strategy for its two biggest trade shows of the year – Interop and NAB. Because relying solely on one part of the marketing mix would not deliver the kind of attention that Chenbro sought, Lages knew that a combination of both earned media and sponsored content would be the key to achieving Chenbro’s visibility goals.

Although the audiences for the two shows differed significantly – media and entertainment industry professionals flock to NAB, while Interop attracts IT professionals - Lages carefully crafted a strategy that could be overlaid on both audiences to create a synergistic messaging symphony.



The Program

With a focus on making chassis a buzzworthy topic at both of the shows, a 3-pronged approach was conceptualized and employed by Lages. The three phases consisted of: Building up awareness before the show; maximizing it during the show and factoring elements into the PR and marketing mix that would carry the Chenbro message and keep visibility high even after the shows were over.

By combining earned media (positive publicity gained through promotional efforts other than advertising) and sponsored content (paid placement that closely integrates brand messaging with editorial content) the communications whole is greater than the sum of its parts.

The first element of a powerful one-two punch, Lages sought out sponsored content that had added value built in and positioned Chenbro as movers and shakers in the enclosure solutions space. Forums such as the NAB Show Daily and top tier vertical publications were identified as ideal avenues for sponsored opportunities.

From a 400 word full page spread to a 50-word succinct description and multiple informative, catchy email blasts, all sponsored content was conceptualized, written, coordinated, and placed by Lages.

Next, a big push was made to garner earned media surrounding both Interop and NAB. New product launches were leveraged in outreaching to the media and analyst communities – an effort that began well in advance of both shows. Advances were offered to entice the media, and timed to break in sync with the opening days of Interop and NAB.

Digital marketing also entered into the mix, with Lages recommending eye catching emails to highly targeted lists of show attendees and industry influencers.

Additionally, linking chassis to the hottest industry trends – namely, 4k, datacenter and cloud applications – served to help bring the Chenbro message full circle, while giving it a healthy dose of relevancy and newsworthiness. When competing with high profile, flashy tech products – such as 3D TVs and the like - promoting a ‘behind the scenes’ tech offering presents challenges of its own. Communicating that 4k capabilities wouldn’t be possible without specially designed chassis to contain everything was one way that Lages circumvented this challenge. A narrative that presented the obstacles surrounding containing massive amounts of data made it clear to audiences just how important enclosure solutions are to the overall picture.



The Results

The combined effort for Interop and NAB paid off – having two high profile shows back to back created an even larger splash for Chenbro than just one show on its own ever could. The result? A boost in both visibility and trade show ROI for Chenbro.

Publications	Reach
Network World	• 379,116 – unique visitors / month
StorageNewsletter	• 71,222 – unique visitors / month
StorageReview.com	• 433,840 – unique visitors / month
Business Solutions	• 1,205 – unique visitors / month
Interop	• 780,918 – unique visitors / month
Virtual Strategy Magazine	• 57,287 – unique visitors / month
Reuters	• 5,876,592 – unique visitors / month
Boston.com	• 2,953,949 – unique visitors / month
Contra Costa Times	• 266,116 – unique visitors / month
Marketwatch	• 9,407,766 – unique visitors / month
San Jose Mercury News	• 1,666,824 – unique visitors / month
TMCNet	• 608,038 – unique visitors / month
The Press Enterprise	• 148,701 – unique visitors / month
Total Reach	• 22,651,574

NAB Show Daily – reached 90,000 NAB attendees over the 3 day show



IDC – “I believe we are on the same page when it comes to the role of enclosures in the storage market.”

NETWORKWORLD

Storage.com
Newsletter

STORAGE
REVIEW.COM

BusinessSolutions
Growth Strategies For The IT Channel

INTEROP
Las Vegas MAR 31 - APR 4, 2014
EXPO: APR 1-3
MANDALAY BAY CONVENTION CENTER, LAS VEGAS

The Campaign Details

Media and Analyst Relations

Before, during and after both trade shows, multiple targeted pitches were sent to select members of the media and analyst communities – reaching over 1125 contacts. Top tier publications were proactively pitched for both briefings and coverage surrounding both tradeshow, including: Broadcast Beat, Business Solutions, CRN, Channel Pro, Channel Marketer Report, SearchStorageChannel, Videomaker, Creative Cow, AnandTech, Computerworld, eWeek, Network World, Processor, Tom’s Hardware, Enterprise Networking Planet, Dark Reading, Network Computing, InformationWeek and TechTarget.

Earned Media

Articles featuring news on Chenbro ran in Network World, Storage Newsletter, StorageReview.com, Business Solutions, and Interop’s news section. A contributed article positioning Chenbro as an authority on enclosure solutions and market trends was secured in Business Solutions Magazine.

Sponsored/Paid Content

Lages developed a full page advertorial and a 50-word soundbite were developed and coordinated with the NAB Show Daily – which was distributed onsite at NAB and reached 90,000 readers.

CHENBRO

Your Mass Media Vessel
High Density Storage Chassis for Object Storage and Big Data

Harness the Power of 4K with High Density Storage Server Chassis and Sub Systems from Chenbro

Designs that deliver performance and maximum capacity of storage are the key to the success of the enterprise. Chenbro's high density storage server chassis and sub systems are designed to meet the needs of the enterprise. Chenbro's high density storage server chassis and sub systems are designed to meet the needs of the enterprise. Chenbro's high density storage server chassis and sub systems are designed to meet the needs of the enterprise.

Chenbro Microm (USA) Inc.
4400 West 10th Street, Suite 100, Las Vegas, NV 89135
Tel: +1-702-731-1100
Fax: +1-702-731-1101
Email: sales@chenbro.com

Digital Marketing

An email marketing campaign consisting of 9 specialized, targeted messages was designed and spearheaded. The campaign was strategically timed to hit hard in the days and weeks leading up to each show – as well as follow up after the shows were over to ensure continuous attention for Chenbro.

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Big Data, High Density, High Performance

Chenbro Counts Down to Interop

The countdown to Interop has begun! Leading enclosure solution provider Chenbro will be at Interop in Las Vegas March 31 - April 4. We have new products, from IP and PoE switch server track mount and HDDs, it has to do with chassis, it has to do with Chenbro.

Interop is the leading independent technology conference and expo series designed to inspire and inform the world's IT community.

We're excited to count by booth #742 to welcome Chenbro's latest innovations.

Want to learn more about Chenbro? Visit our [Chenbro](#) for more info.

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Chenbro Reaches for the Cloud at Interop 2014

With Interop just weeks away, the enclosure solutions professionals at Chenbro have their eyes on the prize – cloud applications. Chenbro's chassis are eco-friendly, and the perfect vessel for everything from IP and PoE switch server track mount and HDDs can scale to meet the needs of cloud applications now – and as they reach into the future.

Please stop by Chenbro's booth #742 at Interop in Las Vegas from March 31 - April 4 to see for yourself.

Want to learn more about Chenbro? Visit our [Chenbro](#) for all the details.

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Interop 2014: Introducing Chenbro's New Chassis!

Interop is THE forum for the world's largest collaboration of IT professionals and enclosure solution providers. Chenbro will be showing its range of IP and PoE switch server track mount and HDDs from March 31 - April 4. The cause for celebration? The debut of our high density storage server chassis and sub-systems for 4K and 3D content.

These enclosures have a modular design and a wide array of accessory options – making it reliable, easy to use, and, most importantly, friendly to your solution.

Some be one of the first to check it out! See us at booth #742 during Interop. You can also go to Chenbro's [Chenbro](#) to learn more.

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Chenbro at Interop 2014: A Show to Remember!

Did you miss us at Interop last week? Interop 2014 was a successful time for the enclosure solutions professionals at Chenbro – products were launched, existing relationships were strengthened and new ones were formed.

And, just because we don't want you to miss us on the scene – there's a link to the brand new enclosure solution announced at the show.

LINK

You can find even more at [Chenbro](#).

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Lights, Camera, Chenbro!

NAB will be here before we know it, and the enclosure solutions professionals at Chenbro are ready for prime time! Going to the show? Chenbro will be at booth #5250 in Las Vegas from April 5-10 and ready to show you new custom chassis solutions designed with broadcast pros in mind.

The NAB show is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. NAB is home to the solutions that transform traditional broadcasting and embrace content delivery to new devices and new ways.

Want to learn more about Chenbro's mass media vessels for big data, high density and object storage? Visit our [Chenbro](#) for all of the details.

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NAB - Got High Bandwidth? Chenbro has you Covered

Attention channel partners with customers in the media and entertainment arena – don't let high bandwidth requirements get you down! At NAB 2014, enclosure solutions provider Chenbro will be there for you with what you need – customized, flexible, and effective, channel-friendly enclosure solutions designed to scale as needed.

See for yourself at Chenbro's booth SL13613 from April 5-10.

In the meantime, we invite you to visit the Chenbro [Chenbro](#) to see our custom solutions can take an enclosure from concept to design, then validate and precisely manufacture the tailor-made chassis.

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Chenbro - Your 4K Partner

NAB is just around the corner, and it's a safe bet that 4K will be a hot topic at the show in Vegas this year. Helping broadcast pros harness the power of 4K, an enclosure solution provider Chenbro – our customized chassis solutions are designed for the media and entertainment market.

Dealing with high performance and massive amounts of storage that come along with 4K? Chenbro has the ideal vessel for containing it all.

Don't just take our word for it – stop by Chenbro's booth SL13613 from April 5-10 at NAB and see for yourself! You can also go to our [Chenbro](#) to learn more.

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Chenbro, Cleversafe Bring Custom Storage Options to Bring Custom

It's here! NAB begins in just a few days, and enclosure solution provider Chenbro is teaming up with Cleversafe at the show to provide custom storage solutions. Designed for high bandwidth applications like 4K, the solutions from Cleversafe and Chenbro are super flexible – and perfectly tailored to the large scale storage and management needs of the media and entertainment market.

While at the show in Vegas, stop by Chenbro's booth SL13613 from April 5-10 to get the scoop. You can also go to Chenbro's [Chenbro](#) to learn more, and don't forget to check out Cleversafe, the market leader in object storage.

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NAB 2014: That's a Wrap!

The curtain has closed on this year's NAB – and what a show it was! The enclosure solutions pros at Chenbro had a great showing with their professional relationships, meeting fans and strengthening relationships everywhere they traveled. If you didn't travel to Vegas this year but want to stay caught up – check out the following announcements that Chenbro made at the show.

Chenbro Addresses Enclosure Needs of Media & Entertainment Market. LINK

Chenbro and Cleversafe Bring Custom Storage Solutions to NAB. LINK

Of course, to keep up with all things Chenbro, don't forget to stop by our [Chenbro](#) website!

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News Releases

Three news releases were developed emphasizing key market trends.

- Chenbro Debuts New High-Density Chassis Solution Designed for Big Data
- Chenbro's Customized Chassis Solutions Enable Broadcast Professionals to Harness Power of 4K
- Chenbro Expands Joint Development Manufacturing Initiative; Addresses Enclosure Needs of Media/Entertainment Market

