

Case in Point: Branding a Technology Milestone

Toshiba: A Quarter Century of Innovation

2012 marks the 25th anniversary of Toshiba's invention of NAND flash memory.

Behind everything from memory cards to smartphones to cloud storage, NAND flash technology has been a bonafide game-changer, carving out a path to a new era in which consumers are able to carry videos, music, books and data with them wherever they go. This milestone presented an ideal opportunity for Toshiba to launch a branding and awareness campaign that would bring forward the tremendous impact NAND flash has had.



Giving Credit Where Credit is Due

Wanting to celebrate the achievements that this groundbreaking technology has made over the years, Toshiba was also looking to ensure the company's place in history as the inventor of the technology – a fact that, until now, was not widely known. Building consumer awareness of NAND flash – driving home the connection between the technology and all of the ways their everyday lives have been changed by it – was also a key driver.

In late 2011, Lages sat down at the table with Toshiba to begin the process of formulating a strategy to get the word out. 2012, the year of the anniversary, was fast approaching, and there was not much time to spare.

The Campaign: Flash25

What would life look like without NAND flash? This was the question at the heart of the campaign. Lages formed a two-fold strategy for the 25th Anniversary of NAND flash campaign, which focused on awareness and education.

The educational component of the campaign comes into play with the creation of a dedicated microsite designed to provide both a historical and applications look at NAND flash. Social media is used to engage direct interaction and provide platform for consumers to enter to win t-shirts and Toshiba products – as well as share campaign videos. Banner ads running in carefully selected industry publications entice viewers to visit the microsite, and an advertorial for the design community takes them deeper into the technology message.

TOSHIBA Leading Innovation >>>

A core element of the campaign is reaching influencers – both media and analysts. Earning coverage in a wide range of outlets, tailoring the message to the specific audience and making use of all the story assets - including news releases, photos, video, fact sheets and more – are the keys to generating awareness.

Industry influencers were enlisted to participate in through their commentary and quotes, and planned industry events provide a live forum to bring forth the NAND flash story.

All of the content and creative elements of the campaign were maximized through multiple marketing channels – to gain optimum play for maximum impact.

Making it Happen

The 25th anniversary campaign is centered on a 5-part social video series to be distributed online to encourage sharing. The theme for the video series is 'NAND Flash Deprivation Experiments' - the videos take a humorous look at what life might be like without NAND flash.

Facebook and Twitter pages were developed as part of the campaign to promote sharing of the videos and increase visibility for upcoming campaign activities. To encourage Facebook users to like the Toshiba page and drive traffic to the microsite, a t-shirt giveaway was put in place, along with a sweepstakes.

In just a couple of months' time, a new microsite was designed and launched to serve as a hub for all things related to the 25th anniversary of NAND flash.

Focus on Interactive Marketing

A series of news releases – both social and traditional- were created to launch the campaign, announce new videos and promote Toshiba's participation at industry events. The news releases include photos, graphs/charts, embedded videos and other digital assets that can be used by editorial staffs that pick up the news.



Branding a Technology Milestone



The Results:

Planned in phases to be strategically rolled out throughout 2012, the Flash 25 campaign generated a groundswell of attention and buzz in just the first few weeks that continued to build throughout the campaign. Traditionally focused on B2B, the Flash 25 campaign expanded the Toshiba Memory Group to a new consumer audience. Consumers wholeheartedly embraced the Memory Group, commenting and engaging in online discussions through the social media platforms. Within the first six months of the Flash 25 campaign the momentum was already building:

- Approximately 5,000 fans registered for the contest
- Over 15,600 views of the videos
- More than 2,400 likes on Facebook
- Average of 100 new Facebook fans per week
- Steady growth of Twitter followers
- 16,500 visits to the Toshiba microsite



The Industry Speaks Out:

"Flash memory has had profound implications across the entire IT sector ...there have been countless beneficiaries of the rise of NAND flash technology, however, the biggest beneficiary in the past and future will remain us as consumers." – *Joseph Unsworth, Research VP, Gartner*

"NAND flash memory...is 25 years old this year and has developed into a strategic IT force that no one could have imagined back in its early days." – *Chris Preimesberger, eWeek*

"...The technology is omnipresent... NAND flash has changed my life for the better. Happy birthday, NAND flash—glad you were born." – *Kristin Lewotsky, EETimes*

"Toshiba is celebrating the 25th anniversary of its invention of NAND flash with a series of funny Web spots imagining a world where the ubiquitous storage technology used in all manner of gadgets and computing devices was never invented...NAND flash is a pretty cool thing." – *Damon Poeter, PCMag*

*Forbes, PCMag, Engadget,
eWeek, EETimes, Tom's Hardware,
Wireless Design & Development,
Photography Blog, infoTECH,
Fudzilla, EEWeb, Reuters,
Electronics Weekly*



15635 Alton Parkway
Suite 125
Irvine, CA 92618
P: 949-453-8080
E: pr@lages.com
www.lages.com