



CATC

Influencing Developer Communities With Unexpected Marketing Tactics

The Challenge:

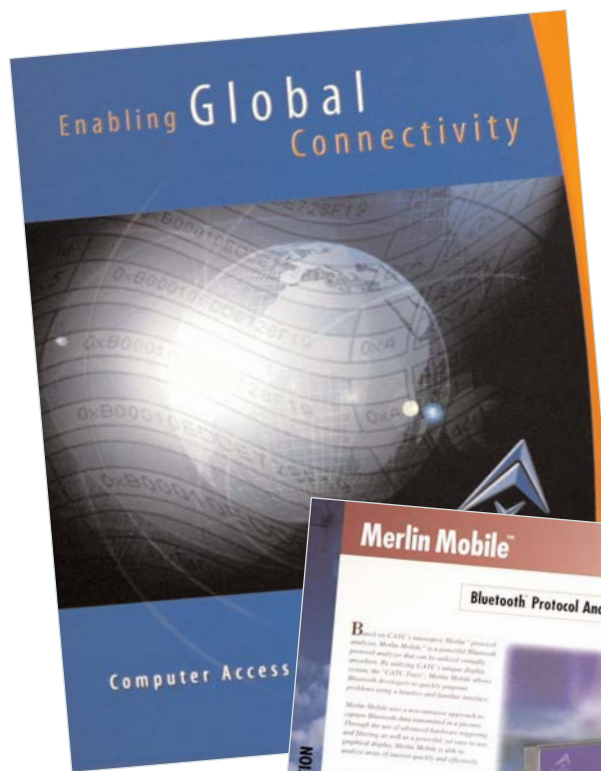
CATC, a manufacturer protocol analyzers for the OEM computer industry, was introducing a new Bluetooth product line targeted to bleeding-edge wireless technology developers. Starting from a zero base, CATC needed to build awareness of the new offering and an image of product leadership—and get immediate results using NO traditional marketing tactics.

OnRamp's Solution:

OnRamp developed and conducted a one-on-one media tour of key trade publication editors and industry influencers. We aimed for every high-visibility recognition opportunity in the relevant media.

Results:

CATC received **spectacular** coverage – and a profusion of awards – which exceeded their wildest expectations.



- EDN – Top 2002 Product
- Canadian Electronics – Test and Measurement Top Product
- Wireless Design & Development – Editors Choice
- Wireless Design & Development – Top Technologies of the Year Award
- EDN – Full page feature (byline editor)
- Microwaves & RF – Top 2002 Product
- Microwaves & RF – Full page feature (byline editor)
- Wireless Systems Design - Full page feature (byline editor)
- RF Design – Product of the month
- Electronic Design – Feature (byline editor)
- America's Network - Feature (byline editor)
- ECN – Best of the Web
- EE Times – Product of the Month