OnRamp Communications
Integrated Marketing Strategies

L-3 Communications, Celerity Systems

Building an Industry-Leading Brand from Quantum-Leap Technologies

The Challenge:

Newly acquired by L-3 Communications, a billion-dollar conglomerate, Celerity Systems owned unique intellectual property used for government and military special projects, but had no market awareness outside the group of military contractors with whom they did business. Using this IP as a platform, Celerity developed a series of breakthrough test and measurement instruments that enabled digital broadband product testing with unprecedented levels of accuracy. Celerity needed to create a winning image for this new company and best-of-breed product line to a highly-sophisticated technical audience.

OnRamp's Solution:

Celerity's message had to stand up to big-market competition – Agilent Technologies, Anritsu, and Tektronix. OnRamp implemented an integrated marketing communications campaign that emphasized the ability of Celerity's workstation-based "virtual measurement instruments" to test multiple analog and digital wireless signals. Trade advertising, collateral, public relations, and trade show exhibitions were blended to educate and excite key market influencers and trade media editors.

Results:

Over a two-year period, Celerity became the most written-about player in the field. The trade advertising generated tremendous interest from Celerity's target prospects, and feature articles placed in key publications positioned Celerity as a technology leader.