



Qualcomm

Breaking Down Business and Government Regulatory to Launch New Wireless Technologies

The Challenge:

Qualcomm, a public company with technology derived from their legacy military business, was entering the emerging market for wireless communications technology. A technology war was taking place in an international theater, and the entrenched combatants were diversified global communications leaders. The main battlegrounds were at the wireless service provider and government regulation levels.

OnRamp's Solution:

Qualcomm needed to be perceived as offering enough of a technological advantage to overcome the risk of selecting an unproven player in a heavily-regulated environment. OnRamp executed tailored campaigns for each major global market which focused on:

- Long-term benefits to service providers and consumers
- The depth of Qualcomm's technical staff – world-renowned players at the helm
- Demonstrated success in two other product areas – product A and product B

The tailored campaigns were delivered through unique combinations of collateral, trade/business press advertising, and technology/business bulletins. We also deployed media, government, and investor relations materials to build interest, understanding, and confidence in Qualcomm's CDMA technology.

Results:

CDMA technology won broad acceptance among service providers, and Qualcomm built solid market share and financial performance.

