

Client Example - Consumer Electronics

Challenge

Microvision struggled to attract supply chain partners and consumer electronics OEMs for its laser-based miniature projector. Analyst and media coverage was non-existent.

Solution

Establish strong brand hierarchy and image with supporting end-user stories. Provide a clear, compelling company story told through image and video that was easy enough for 17,000 investors and the public to retell. Create interactive website and blog around future projector to create demand.

Results

- Earned media coverage
- Social media buzz
- Secured supply agreements
- Attracted strategic investors
- 5000 VIP sign-ups



Organization



Product Branding
Imagine | Entertain | Share



Stories Brought to
Life With Video



Collateral



Website with Virtual Living
Room to Visualize Future