

# SOAR

Situation Opportunity Action Result

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"Allan really gets how marketing must become more operational and automated, using a digital services platform by which to provision new internal services and external brand-interactions. He also really, really understands how marketing operations work, how to on-board and socialize new ways of working, and execute a strategic sourcing strategy within a global marketing supply chain. Oh yeah, he's got great creative chops and mastery of the traditional Marcom channels."

**Michael Moon, CEO, GISTICS**  
- Recognized industry thought leader  
and author of interactive branding book  
"Firebrands"



## Bright Idea

- The cornerstone of good marketing starts with a clear set of objectives both short and long-term.
- Start with building your strategy team; fill it with diverse members from other departments including decision makers and influencers.
- Review your brand's reflection: Does it deliver a big company look? Are your product or service messages clear and easy to understand?

## Multi Media Campaigns



### Situation:

Build company brand to help support "C" round funding of \$35 million, for a start-up that was having major problems getting RBOCs and Mobile phone manufacturers to support their vision of "mobile over WLAN."

### Opportunity:

Pioneer the technology that would save consumers thousands of dollars in excess mobile line charges; reduce or delete landline costs; improve RBOCs ROI by 100x over a very short period of time using current infrastructure.

### Action:

I worked with senior management on re-messaging and re-branding their product and company. Created a campaign that included new literature, website, presentation materials, tradeshow and graphics, public relations campaign and new agency selection to promote the campaign globally.

### Result:

From the redesign and new messaging along with the PR agency, we quickly vaulted to the top of mind recognition for this dynamic technology play. Leading to multiple stories and positive analyst reviews and recognition by *Red Herring Magazine* as one of the "TOP 100" new technologies and companies for 2004. And through the efforts of this campaign, the client was able to secure "C" round funding of \$35 million. Total cost of the campaign including PR was under \$100,000.

# \$35 Million

## C Round Funding

