

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"



- Partner relationships develop with good and constant communications. Take a tip from your sales guy and create a "tickler" file. Get complete contact details for all members of the departments you deal with, then introduce yourself to them.
- Global events are less costly when using in-country vendors. Avoid import/export taxes by having staff hand carry some of the demo equipment. Remember VAT is refundable, keep your receipts.

Product Launches



Situation:

The Company had just completed their first product and wanted to launch it in time for 3GSM in Cannes, France. Multiple challenges facing the launch included short notice for the tradeshow (30 days prior) and lining up a key event to support the launch at the show, including partner, customer and prospect notification.

Opportunity:

By successfully launching the product at 3GSM, Kineto could potentially lock down 2 major customers France Telecom and British Telecom, along with securing a vital relationship with a distribution partner, Northern Telecom. In addition, it would secure a positive reinforcement from their major investor 3i.

Action:

Given my direction and objectives, I developed a multi-faceted campaign that segmented the tradeshow: housing/travel plans, booth and graphics, in-show marketing support, key event included private yacht rental and entertainment, and partner event coordination.

Result:

Kineto's first international showing was a great success. Company was named "hot start-up" at the show; customer presentations of our product and the evening events went off without a hitch and secured both for product testing; and the partner co-event participation locked in Northern Telecom as Kineto's Global distribution partner.

3GSM

Cannes, France

