



Creating a New Market:
Generating Demand
Among Developers
for Sun-Cobalt

The Challenge

The Cobalt Division of Sun Microsystems faced sluggish marketplace acceptance for their recently-launched server appliance, the RAQ XTR. After investing a considerable amount in new enhancements to the server appliance, creating more sales was imperative.

Following strategic discussions with the AgencyAxis team, the decision was made to take a new approach.



Rather than rely on promotions exclusively to users, Sun-Cobalt would also market to application developers.



The Strategy

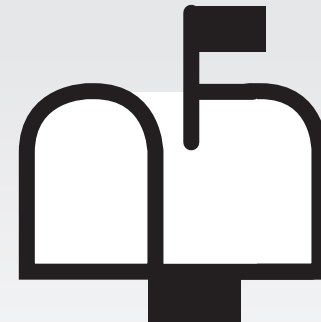
To reach developers, the AgencyAxis team proposed a dual-pronged channel strategy: advertising and direct mail.

Online and print ads in industry publications would tout the advantages of the Sun-Cobal servers to developers.

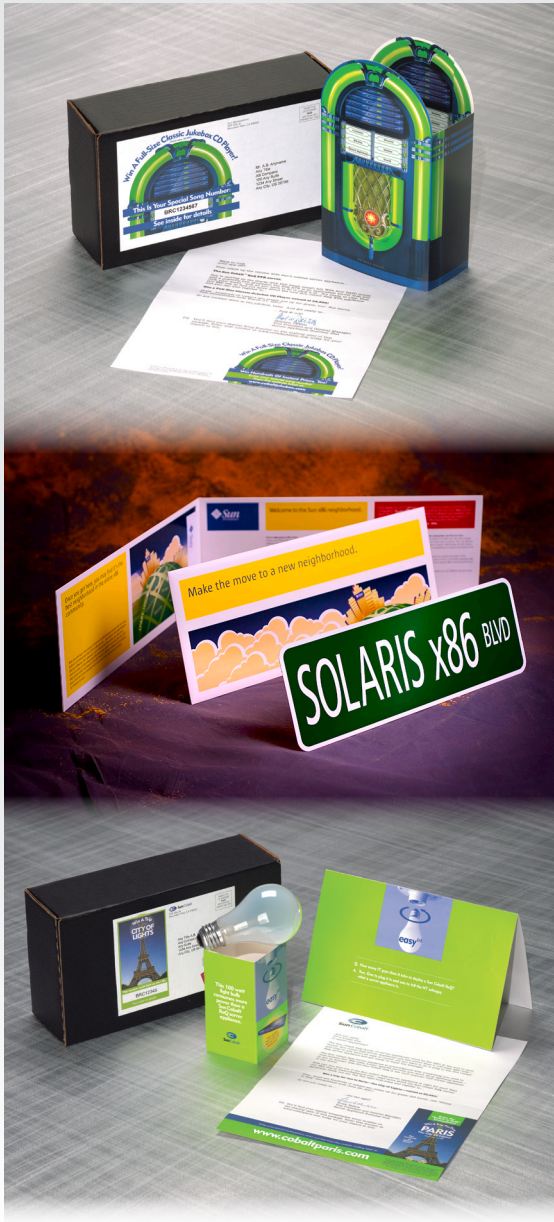
A prospect data base for the mailings was created by merging and purging subscription lists from various trade publications along with commercial list sources.



Online & print ads



Direct mail



The Execution

The year-long effort included three creative campaigns. Each campaign featured a major benefit of the RAQ XTR. Each creative theme was integrated into the ads, direct mail promotions and landing pages.

To boost response, each campaign included a sweepstakes with a compelling prize. A dedicated online landing page for each campaign made response easy and allowed precise tracking of results.

Sun Cobalt® RaQ XTR

Enter the
Rock Your App Off Sweepstakes!

Win a Full-Size
Classic Jukebox CD Player!
(Retail value: \$8,995)

Plus Instant Prizes!
Including MP3 Players And More!

1. REGISTER AT RIGHT
2. THEN CLICK BELOW

YOUR SPECIAL SONG NUMBER	
YOUR NAME	
YOUR TITLE	
YOUR COMPANY	
YOUR STREET ADDRESS	
YOUR CITY, STATE AND ZIP	
YOUR E-MAIL ADDRESS	



Each campaign included a dedicated landing page for the print and online ads along with direct mail promotions.



The Results

Results for each campaign were tracked separately.



10.8%—The first campaign focusing on the versatility of the RAQ XTR produced a 10.8% response, generating nearly 2,000 leads for the Sun-Cobalt sales team.



14.6%—The second campaign, targeted to enterprise workstation developers, generated a 14.6% response from the recipients.



8.6%—The third campaign featuring the energy savings of the RAQ XTR drew an 8.6% response—over 1,500 qualified prospects.

Following the campaigns sales of the RAQ XTR exceeded forecast projections.



Facing a challenge of your own?

Whether it's increasing market share, introducing a new product, entering a new market or any other marketing challenges, the AgencyAxis team has the experience, resources and creative muscle to help.

Get in touch and find out why many of the world's leading brands have trusted the AgencyAxis team to help with their critical marketing challenges.

Clients served:

