



## Enhance Brand Identity: New Product / New Market Launch



### OVERVIEW

Avid's **Studio for iPad** was one of the company's premier consumer product launches (prior to the divestiture of its consumer product lines in mid-2012). Known as a high-end Hollywood editing powerhouse, Avid's diverse consumer offerings were designed for tech-savvy creative enthusiasts. Competing in this consumer space with myriad apps and products from consumer tech giant Apple, Avid needed to launch Studio for iPad with a major impact to help drive adoption and grow its consumer user base.

### APP LAUNCH STRATEGY

Version 2.0 designed and managed a multi-pronged launch strategy that included:

- Aggressive media relations aimed at the consumer tech glitterati
- Tech and app reviews
- Social media promotion and viral buzz building
- User success stories

Specifically, we recommended an exclusive first-look with All Things D/Wall Street Journal reporter Lauren Goode who had worked "behind the camera" prior to joining WSJ. With this in mind, Version 2.0 believed that Goode could effectively and powerfully translate her professional understanding of video editing software into a review that would inspire her loyal, tech-savvy readers to take Avid Studio for a spin.




*"Avid on an iPad.  
Really! Truly! Sweet!"*

*"So, is it me, or does  
AVID Studio for iPad  
look like it has more  
features than FCPX?  
#zing."*



On the heels of Goode's review, Version 2.0 engaged the broader universe of consumer media for briefings and news coverage. We also worked with Avid social teams to design product-specific campaigns aimed at energizing the community, including:

- Promotions for crowdsourced films using Avid Studio for iPad
- Unique launch week hashtags
- Tweets to video aficionado and influencers