



## Launching an “Invisible” Consumer Service



As a UK-based consumer service that finds the best prices on goods and services from electronics to hotel rooms, InvisibleHand sought to upgrade its visibility in the US market and around the world. The company turned to Version 2.0 to manage U.S. programs as part of a global campaign to build buzz and drive consumer demand for this free download that acts as an add-on to the most commonly used web browsers.

InvisibleHand had launched with limited fanfare in the summer of 2010, when its name – which is derived from economist Adam Smith’s theories about the free market – caught the eye of bloggers at the likes of *The New York Times*. But the company sought to dramatically increase the number of downloads of its add-on in the U.S. market, and needed air cover to raise awareness of its brand. InvisibleHand turned to Version 2.0 to help build that buzz and drive consumer demand.

Working in concert with its global agency partners, Version 2.0 developed a broad-reaching communications program aimed at technology evangelists and early adopters, as well as personal finance influencers and consumer gurus. Specifically, we aimed to deliver online coverage that would drive visitors to the InvisibleHand download site, as well as positioning founder Robin Landy as an expert source for how technology has empowered consumers in new ways when it comes to shopping online.

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**The New York Times**



GIGAOM

c|net

**SmartMoney**  
THE WALL STREET JOURNAL MAGAZINE

**USA TODAY**



Because we engaged with InvisibleHand in the late fall, our program initially leveraged the holiday shopping season as the background for news and pitches. Key themes included: InvisibleHand as an important shopping aid for cost-conscious buyers and “top 10” lists of holiday gifts and sites for savings based on InvisibleHand findings.

On-going communications programs built on the success of our initial blanket outreach to business and consumer press. We used the increasing brand awareness of the download as a platform on which to position InvisibleHand executives as consumer advocates and to demonstrate the innovative product engineering and integrations with leading browsers such as Google Chrome.

With the ability to directly map online and print media coverage to downloads of The InvisibleHand, Version 2.0 was able to measure the impact of various media campaigns. As a result of high profile coverage in The New York Times, CNET, GigaOm, Salon.com, Smart Money and USA Today, early program momentum yielded huge download increases that measured up to 4.6 times normal traffic in the wake of each piece of news coverage.