



Thought Leadership Company and Product Launch



GOAL

Alan Berrey, CEO and co-founder of **Scratch Wireless**, built an entirely new phone company from the ground up based on the notion that wireless phone service should be free just because it can be. With **Scratch**, users only pay for the up-front cost of the phone hardware. After that, text, voice, and data services are always free when a user is on Wi-Fi and texting is free, always. Through a partnership with Sprint, a user is able to make phone calls or access data services when they are away from Wi-Fi for a small fee but never a contract or obligation to pay. To make the most of their launch, **Scratch** executives turned to Version 2.0 to introduce their innovative new service to the media and attract **Scratch's** most important audience – the everyday consumer.

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STRATEGY AND RESULTS

Version 2.0 facilitated a message workshop with key stakeholders to create crisp messaging that would be critical to effectively telling the **Scratch** story. With a set of powerful, differentiated messages in hand, Version 2.0 went to work on the launch, in two parts to maximize media attention.

First, Version 2.0 focused on the company introduction with a focus on **Scratch's** \$5 million financing as a news hook. Then, the official unveiling of the product was launched, creating a one-two punch. In advance of both launches, the Version 2.0 team engaged in outreach to secure pre-briefings with top tier business and mobile press, using the news as a tool to introduce Alan as a thought leader to the key influencers. Before the product launch, Alan met with four

**Bloomberg
Businessweek**

WALL STREET JOURNAL

**BOSTON
Herald**

necn

GIGAOM

engadget

SLASHⓂGEAR

Xconomy

FASTCOMPANY

VentureBeat

The Boston Globe



major influencers, including the **Wall Street Journal**, **Bloomberg**, and **VentureBeat**, as a result of Version 2.0 outreach for a New York/Washington media tour.

To officially unveil the company, Version 2.0 bolstered press activity with press releases that detailed the business model, funding news and the leadership team, driving more than 100 click-throughs back to *ScratchWireless.com* from the press release in the first 24 hours. The team also created blog content on behalf of the CEO as a way to introduce Alan to anyone visiting the website from the press release or other news stories, including coverage in **Fast Company**, **GigaOM**, **The Boston Herald**, **Engadget**, and **Slashgear**.

For the product release, Version 2.0 drafted a press release highlighting key service differentiators which was shared in advance with media who were pre-briefed by **Scratch**, resulting in coverage in key publications such as **The Boston Globe**, **VentureBeat**, **Xconomy**, **NECN**, and **Clark Howard Radio**. The Version 2.0 team worked alongside the Sprint and Motorola teams, two of **Scratch's** partners.

The Version 2.0 team also advised on the social media strategy for each launch, specifying content for each social channel **Scratch** has a presence on, including Twitter, Facebook and Instagram. In just two days, **Scratch** garnered more than 700 mentions on Twitter and overall, the consumer launch bolstered **Scratch's** social presence with dramatic growth on social media. In the month of January alone, Facebook likes grew by more than 400 percent and Twitter followers grew by more than 120 percent.

Version 2.0's communications programs have helped establish **Scratch** and **Alan Berrey** as leaders in the mobile space and innovators in the smartphone space.