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Case Studies | Tremor Media

PR Case Study: Develop Brand and Corporate Identity

Client Situation

Tremor Network was formed as the result of a merger between three new media advertising firms in 2005 with a mission of becoming the preeminent global provider of interactive marketing solutions and services. Following the mergers, Tremor Network rebranded as Tremor Media to better communicate its service offerings and value proposition, solidified its executive management team and doubled its sales force. In addition, the company formed important strategic alliances, while continuing to add a steady stream of high profile Web sites to its growing video advertising network. In August 2006, the company completed a successful Series A round that garnered \$8.5M for the company.

From day one, Tremor Media faced a major competitive battle as they challenged market goliaths such as BrightRoll, Brightcove, Advertising.com and ValueClick and what would become a landscape driven by major consolidation and fragmentation.

Strategy

Tremor Media and WISE PR joined forces to define the company's positioning and core messages in order to establish a distinct corporate identity for the company, clearly differentiate it from its competitors and position the company as a strong investment opportunity within the VC community. Through focused media relation activities (press and analyst tours, frequent press releases, print and TV interviews, thought-leadership articles), WISE PR raised Tremor Media's profile among key media and analysts and secured consistent coverage of company news in key ad/marketing trades and business media outlets. In addition, WISEPR helped to establish CEO Jason Glickman as the "voice" of the company and a "player" in the industry by securing his inclusion in industry articles and the Who's Who sections of industry news Web sites, such as Adweek, iMediaConnection and MediaPost, among others, and by arranging Q&A profile interviews, high-profile speaking engagements and/or participation at key industry trade shows and conferences. Year one of WISE PR's public relations efforts focused on

creating a solid foundation of awareness of Tremor Media among key media and analysts and firmly establishing the company within the advertising/marketing and Internet communities. Having achieved that goal, in year two WISE PR took its PR initiatives to a more extensive level designed to secure "blanket coverage" of the company -- helping the company develop an even stronger brand identity, reinforcing its position as a leading Internet marketing powerhouse, further positioning company executives as media experts on the development of effective online advertising sales and strategies, the burgeoning video advertising landscape and extending beyond trade-focused initiatives to generate broader consumer awareness of the company in 2006.

Program Goals

- Develop a strong, distinct corporate brand identity for Tremor Media
- Increase awareness of the company and the value of online video ad networks among advertising, marketing and Internet industry professionals
- Establish Tremor Media as the leader in providing video marketing solutions to advertisers and Web site publishers.

Results

WISE PR elevated Tremor Media to the forefront of the interactive and video advertising space, helping to drive a successful launch and round of funding while maintain a leadership position in a fiercely competitive industry.

WISE PR secured coverage of Tremor in all of its target business media outlets and ad/marketing trades including Advertising Age, Adweek, MEDIA, OMMA and DM News; influential trade newsletters/Web sites including MediaPost, ClickZ and iMediaConnection and leading online news and investor sites including Dow Jones, Red Herring Online, CMP's TechWeb, VentureWire, IBD.com and TheDeal.com, to name a few.

WISE PR also secured high-profile speaking opportunities for Jason Glickman at industry events such as the PC Forum, Adweek Forum and ad:tech, among other industry events such as OMMA, OMMA Hollywood and Digital Hollywood.