

## ● Client Business Problem

---

Melodeo, Inc. partnered with Communicqué PR in the spring of 2004 to design and implement the mobile-music company's public debut and to position the company as an emerging leader in the mobile music category.

A dynamic strategy for Melodeo's entrance was critical. The company, already facing competition from three or four companies, would need to quickly differentiate its solution from others already on the market. And we knew Melodeo would be compared to the Apple iPod, presenting the classic challenge of a small company going up against a large player and household name.

We worked closely with the senior management team to develop Melodeo's debut strategy, which consisted of the following three phases:

- 1) Garnering analyst and partner support
- 2) Securing a curtain-raiser story in the *Wall Street Journal's* U.S. and European editions
- 3) Maintaining post-launch momentum

## ● Communication Objectives

---

- Drive awareness and demand for how Melodeo mobile music and the world's largest wireless operators and record labels are going to change the way people shop, preview, purchase, download and play music.
- Create a counterpoint in the media to the iPod and show how the future of digital music is built on 1.5 billion mobile users.
- Cement in the minds of our target audience and the media that the next hot mobile feature (beyond the camera) is a digital music player / music store on the phone to allow users to purchase and listen to full-length music tracks with a single device.
- Differentiate Melodeo and its mobile-music solution for other competitive technologies/services. Key differentiators included our ability to offer the most extensive music catalogs, and to provide the best user experience to support the broadest number of devices.
- Create a powerful Melodeo ingredient brand (e.g. Intel Inside, Dolby, NutraSweet) with a presence on 1) the screen of the phone and 2) in operator PR & advertising.

## ● Target Audiences

---

- Wireless operators
- Record label executives
- Handset OEMs
- Other business decision makers and media thought-leaders

## Strategies & Tactics for Phase One: Garnering Analyst Support

- Develop a list of more than 20 analysts and influencers to begin relationship building on behalf of Melodeo, and arrange telephone briefings/in-person meetings to educate them on the merits of Melodeo's solution.
- Facilitate the discussion to ensure that all target analysts understood Melodeo's unique value proposition and the market opportunity. Introduce Melodeo's management team and highlight how their past experience developing software for mobile phones would be relevant and help Melodeo emerge as a leader.

## Results

- Secured more than ten quotes of endorsement about the category and/or Melodeo's solution.
- Had discussions with more than 20 other analysts.

## Strategies & Tactics for Phase Two: Securing the Curtain Raiser

- Develop a communications plan and timeline for the curtain-raiser announcement, allowing us to closely manage a complicated story.
- Work with Warner Music Group's public relations team to gain their commitment and support for the strategy and timeline for driving this editorial coverage.
- Build interest with the *Wall Street Journal* by making Melodeo Senior Vice President Don Davidge available in Los Angeles.
- Distribute two press releases the day the article appeared in the *Wall Street Journal*. The first release was U.S.-based and focused on the global licensing agreement with Warner Music Group. The second release was European-based and focused on Telefónica's commercial launch of its mobile music service.
- Utilize call-downs and email to follow-up with the second-tier press (trade media in wireless and entertainment sectors).
- Facilitate interviews for Bill Valenti, CEO, and Don Davidge, senior vice president with Melodeo, with key media the day of the release.

## Results

- After the story appeared in the *Wall Street Journal's* U.S. and European editions, coverage appeared in more than ten other publications and was posted on more than 15 Web sites. We also conducted interviews and began relationship building with reporters at *Rolling Stone*.
- Melodeo merchandised the results by sending articles to their customer and partner prospects. Communiqué PR utilized coverage with show organizers at key events to demonstrate Melodeo's industry prominence and secure speaking opportunities for Melodeo executives.
- Coverage from this announcement appeared in *Wall Street Journal, The Industry Standard, The FT.com, Billboard.biz, CIO Today, CNET News, DMEurope.com, Moco.News, P2Pnet.net, RCR Wireless News, Ringtonia.com, Seattle Post-Intelligence, Techtree.com*

## Strategies & Tactics for Phase Three: Maintaining Momentum after the Launch

---

- Obtain the registered press lists for key industry trade shows such as MIDEM, 3GMS World Congress and CTIA Wireless. Reached out to journalists attending these shows to provide them with a chance to experience Melodeo's solution.
- Reach out to more than 50 editors with national business and industry trade publications to let them know if they were writing about music on mobile phones, we'd be delighted to arrange for them to speak with Melodeo. Provide them with background information on the company and management team.
- Arrange in-person meetings for Stan Sorensen with Melodeo and key industry trade and national business media. Set up a press tour so he could meet with *Wired Magazine*, *Newsweek*, *CNETNews.com*, *Wall Street Journal*, *Business 2.0*, *San Jose Mercury News*, *Investor's Business Daily*, *Red Herring*, *BusinessWeek*, *Forbes*, *Billboard Magazine*, *New York Times*, *Rolling Stone*.

## Results

---

- More than 25 million impressions generated for Melodeo.
- Correct messages included in key articles.

## Business Results

---

Within 15 months, Melodeo accomplished the following objectives:

- Secured and announced its first deal with a wireless carrier in North America.
- Entered into discussions with all of the major wireless operators in Europe and North America. The Communiqué PR-generated editorial coverage has played a significant role in helping the sales team secure meetings with decision makers, putting Melodeo on the cusp of additional announcements.
- Melodeo signed a content agreement with EMI. Other content agreements will be announced in the coming months.
- Perceptions now place Melodeo as a leader with significant inclusion in articles about how mobile phones are disrupting the digital music market. Before the campaign, there was little or no awareness around this convergence and Melodeo was not on the radar of national, wireless or music industry editors. Before our campaign, people were not asking the question: is the mobile phone an iPod killer? Now this question is being asked.
- The editorial coverage is also helping drive awareness and demand for Telefónica's Mplay service (Melodeo's solution powers Mplay service) which is in hot demand.