

AZIO – Industries Smallest MP3 Player Hits the Consumer Market

Challenge: Create a customer base for a product made by an unknown overseas manufacturer who previously sold only to OEM partners but who was now looking to branch out and private label their MP3 player. RMS was faced with little collateral for support; the company had no product fact sheet or sample editorial units – just digital photos. In addition, RMS faced the challenge of creating a sales channel where none existed.



Strategies: RMS quickly developed a targeted press list and created an attention grabbing-headline, "Industries Smallest MP3 Player." We played on the micro-size of the unit and teased press by noting it was a "thumb-sized blaster." RMS created fact sheets which called out product highlights – LCD screen, no drivers required, and megabyte size – this unit packed a lot of punch! We rolled out our reviews program once units became available and blanketed a wide range of press – achieving some of the best coverage we've seen in 10-years! **ABC News, C/NET, Computer Shopper, TWIST magazine, Music Industry News, Continental In-flight magazine, Presentations, techTV, MSNBC, Smart Computing** and much, much more (over 45 reviews to-date!)

Tactics

- RMS used our knowledge of consumer tech editors to pitch the right message to a broad range of editors and writers. By the end of the *first* day, we had over 30-units placed and ready to send out for review. Some, such as **Network World** and other online E-zines, ran instant coverage for immediate results.
- RMS helped design a Web site as an online store that sold the AZIO unit. Within days, orders began and units

were shipped. AZIO, an unknown company, was now making sales.

- Leveraged a relationship with a top teen magazine, **TWIST**, to promote the unit in their premier section as part of a teen giveaway contest (in exchange for only five donated units). The ad equivalency rate was \$24,000. The publicity also reached a much-desired target – the teen market.
- RMS created a pitch for Daily Newspapers as a “must-have” for Spring Break. The unit was sent out to top Daily Newspapers such as The Seattle Times, Floridian and USA Today.
- With each review unit, RMS created a package which highlighted the benefits of the device, including its attractive price. Our presentation and “hand-holding” with each review subtly drew the editors’ attention to the unit itself, rather than the no-name manufacturer. Editors did not bother to question who was making the MP3 player, but instead focused on the product itself, earning reviews such as **“The Product Pick-of-the-Day,”** by a national radio program and “The Wonder Bar,” in **Smart Computing** where the editor wrote; ***“Wonder Bar: There never seems to be a lack of new manufacturers hawking products that, if you believe the ad copy that accompanies them, are the best thing since sliced cheese. We know from experience that many (if not most) of these products aren't worth your time. That's why we we're so delighted when we get our hands on a new gizmo that not only works as advertised but also is easy to use and performs better than we imaged it would. This time around the product is AZIO Technologies' MP-306, a combination MP3 player and USB (Universal serial Bus) memory stick.”***

Results

- More than 100,000 people have hit the www.azio-tech.com Web site in the past 60-days
 - The product has been back-ordered since April with unprecedented demand
 - *Several* people (including an editor) have *contacted* the company to resell the device, opening up a sales channel for their other OEM products
 - *Numerous* companies have contacted AZIO (as a result of the coverage they’ve seen) asking to partner with AZIO on future products
 - The press is waiting for other products from AZIO – a line is launched!
 - The AZIO name is now recognized within the press community; we get daily e-mail from the media asking for AZIO products by name
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