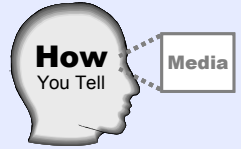


Media Guide (Appendix D)

LaunchStar™ Product Launch Plan
YourCo Confidential

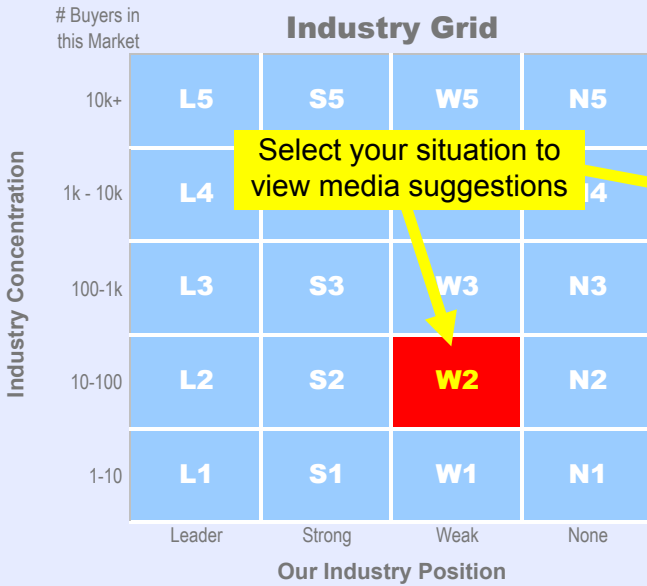


Product Name: **Fiber-Last U1™**
Business: **YourCo Fiber Division**

Launch Date: **1-Mar-10**
Today's Date: **1-Jun-09**

Marketing Lead: **Sam Abernathy**
Technical Lead: **Jill Merriweather**

Right Product Right Message **Right Media** Right Prospects



Buyers in this Market: **10-100** Our Position in Market: **Weak**

Given your industry concentration and position, consider the following...

SECTOR: W2
SITUATION:
You are a minor supplier, trying to sell to a relatively concentrated market of 10-100 buyers. It won't be hard for well-entrenched competitors to defend this small market, so you'll need a major launch investment to win. In-house private customer seminars and a well-trained-and-equipped sales force can break down barriers, but you'll have to work at building credibility to schedule these.
RECOMMENDATIONS:
- Webinars, White Papers, Trade Articles & Trade Speeches: Use these to build credibility... to help open the door to sales visits and customer seminars.
- Sales Visits: Develop rich sales tools and train your sales reps well in their use... so they can make highly productive and convincing sales calls.
- Customer Seminar: Use these private sessions to get high-quality time between your best experts (technical and commercial) and the key decision-makers/influencers.
- Web Micro-page: Consider developing a private micro-page devoted to each of your top customers.

Media Strategy Matrix

Use screening matrix to pick optimal media mix

		4 Media Strategy Considerations				Other Factor	Our Media Strategy	Notes	
		Prospect's Media Use	Our Resources	Industry Concentration	Our Industry Position				
Traditional Media	Print Advertising	Ineffective	Low-None	High	Low-None		Will Not Use		
	Trade Articles	Very Effective	High	Very Low	High		Moderate Use	Will probably create 2-3 separate articles for placement in tech journals	
	Trade Show	Effective	High	Moderate	Very High		Major Use	Have selected 2 major shows	
	Road Show	Effective	Low - None	High	Low-None		Will Not Use		
	Direct Mail	Mildly Effective	Low - None	Moderate	Moderate		Will Not Use		
	Trade Speech	Effective	Moderate	Low	Moderate	High		Minor Use	One speech currently planned
	Customer Seminar	Very Effective	Low - None	Moderate	Very High	Very High		Major Use	Intend to conduct private seminars for top 5 buyers in this market
Online Media	Sales Visit	Very Effective	Very High	Low	Very High	Very High		Major Use	Planning extensive sales training and tracking program for product launch
	News Release	Effective	High	Low	High	Very High		Major Use	Will have 4-6 news releases loaded with keywords to boost SEO
	Search Marketing	Very Effective	Very High	Low	High	High		Major Use	Planning keyword research & use of news releases tied to micro-page
	Email	Effective	Moderate	Very Low	Moderate	Moderate		Moderate Use	Will do 3-5 blasts to existing and purchased lists
	Webinar	Very Effective	Moderate	Low	High	Very High		Minor Use	2 Webinars planned
	White Paper	Effective	Moderate	Low	High	Very High		Moderate Use	3 White papers planned
	Online Advertising	Ineffective	Moderate	Low	Moderate	Moderate		Will Not Use	
Web Micro-page	Very Effective	High	Low	High	Very High		Major Use	Creating a dedicated micro-page for this market / product launch	
Emerging	Mildly Effective	Low - None	Moderate	Low-None	Low-None		Will Not Use		

Media Records

Media Type	Name & Description (Publication frequency, event timing, sponsor, etc.)	Audience Reach (Circulation, # attendees, etc.)	Cost to Participate (Ad rate, booth fees, etc.)	Contact Info (Contact person, phone, email)
Trade Articles	Textiles World: The most frequently read journal by our technical prospects. Monthly journal.	34k circulation.	Free placement of high quality technical papers. \$6k for full-page ad if we decide to do this	Submission details at www.textilesworld.com/articles
Trade Show	Uniform World Symposium: Held every September in various US cities. Next fall's session to be held in San Antonio.	3-4000 attendees. Both technical and marketing staff typically attend this show.	\$12k for a 10x10ft booth	Contact John Phelps at 214-945-9821. More info at www.uniformworld.com .
Trade Show	Service Workers Show: Held every April in Las Vegas. Well attended by marketing staff of Uniform Suppliers in our target market.	8-9000 attendees... mainly from hospital, food services, casino, retail industries.	\$16k for a 10x10 ft booth.	Contact Sue Taylor at 849-324-8084. More info at www.sws.com .
Trade Speech	Uniform World Symposium: Will propose a technical presentation for September meeting in San Antonio. Need to submit proposal by July 15	3-4000 attendees at entire show. Typical attendance for presentations is 150-200	No charge to present. Just need to factor in travel costs for 2 (tandem presentation)	Contact Lisa Stewart at 214-945-9743. More info at www.uniformworld.com .
Customer Seminar	Will conduct private 1/2-day seminars at top 5 buyers in this market. Planning on taking a team of 6 (mostly technical) experts on the tour.	Will reach top 5 buyers, representing 40% of market potential	One week of travel for 6 + prepwork + promotion = ~ \$20k	To be organized by Jane Vaughn
Sales Visit	We have identified 75 buying companies (some existing customers). Progress by sales rep will be tracked for each	75 targeted companies	Many sales calls will be tied into existing sales travel plan. Probably added \$25k needed	Tracking coordinated by Abigail Winston
News Release	Will use Acme PR firm for news releases	Planning 4-6 news releases with expected placements in major market online & traditional journals	PR costs expected to be \$8k	AcmePR contact: Jill Sutherland; jsutherland@acmepr.com 673-773-9759
Search Marketing	SEO Specialists will provide keyword advice for search engine optimization	Hope to reach all 75 targeted markets over time as they do online searching	SEO costs will be ~ \$4k	SEO Specialists: Jason Cranston jcranston@seos.com 673-453-6731
Email	Will use in-house list and list purchased from Textiles World	In-house list contains 180 names, target list purchased from Textiles World has additional 9k.	Purchased list will cost \$4.5k.	Contact Mike Taylor at mtaylor@tworld.com or 875-443-9856 for purchased lists
Webinar	Using Shout-It Advertising to help conduct 2 webinars	Planning to get a total of 40 attendees at these two webinars	Shout-It fees will be ~ \$8k	Shout-It Contact: Phil Abercrombie at pabercrombie@shoutit.com or 821-566-2311
White Paper	Planning to produce 3 white papers on the topics of industry interest... with the final page touting our new product and containing contact info	Expecting to distribute 90 white papers total	No cost associated with this other than prep time. Paper will be advertised in news releases	White papers to be drafted by Jill Merriweather
Web Micro-page	Will use internal IT expertise and Shout-It Advertising to create a new micro-page	Hope to reach all 75 targeted markets over time as they do online searching	Shout-It fees will be ~ \$10k	Shout-It Contact: Phil Abercrombie at pabercrombie@shoutit.com or 821-566-2311