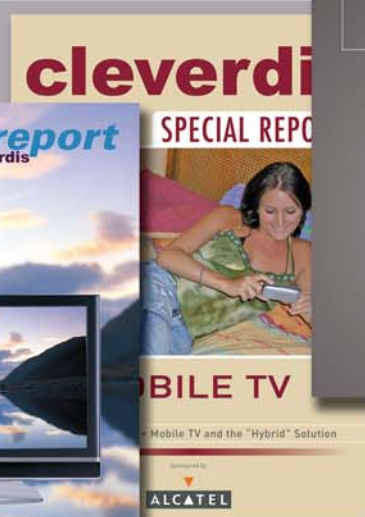


SPECIALreport

Information Intelligence by  cleverdis

Special report

At the Heart of
ANY Marketing Plan





“...Marketing must be modified in a high-tech environment, where market information can be hard to come by at best and potentially misleading at worst.”- Jakki Mohr of the School of Business Administration - University of Montana, Missoula

Introduction

by Richard Barnes – Editor in Chief – Cleverdis

Australian-born Richard Barnes has more than 25 years' experience as a journalist and editor, working in radio, TV and print media. For several years, he was also professor of Marketing and Communication at the IUT (part of Nice University) at Sophia Antipolis – the “European Silicon Valley”. As Editor in Chief for Cleverdis since 2000, Richard Barnes has been instrumental in developing and honing SPECIALreports and mar-comm products for many of the biggest players in the electronic industry.



Over the past 7 years, Cleverdis has been honing a very potent weapon... known quite simply as the “SPECIALreport”.

What is a SPECIALreport and how can it be used to make your marketing campaign more effective? In the following pages we will be explaining this, giving examples of why many top companies use SPECIALreports as strategic marketing tools. We also explain how we compile SPECIALreports and the different ways in which your company can put them to use in order to boost sales through better differentiation.

The generic term “Special Report” is often used by magazines or newspapers to cover all manner of in-depth features on companies or products, but what we have

developed at Cleverdis goes very much further than this, and this is what we would like to explain here. Indeed, while SPECIALreports may not appear at the outset to be very different to sales brochures, “standard” special reports or white papers, their concept, philosophy and content make them extremely different. They are able to **add a great deal of credibility to any marketing campaign** becoming the “information heart” of the offering and creating a kind of backbone for various kinds of communication through channel or to buyers and decision-makers.

Given the potential strength and effectiveness of these documents, we felt it was essential to create this SPECIALreport ABOUT SPECIALreports to give you full insight into the entire scope of communication possibilities at hand.

Contents

- **3** The Times, They Are a Changing! – Interview with Gérard Lefebvre – President & CEO – Cleverdis
- **4** What is a SPECIALreport and how is it compiled? – Interview with Valentina Russo – Editorial Coordination & Design – Cleverdis
- **6** The Many and Varied Themes of Cleverdis SPECIALreports
- **10** Content, Use, Distribution & ROI – Interview with Jean-Guy Bienfait – Production Director – Cleverdis
- **12** Case Study – Sony Europe
- **13** Case Study – GL Multimedi@
- **14** Case Study – Epson 3LCD
- **15** Standard Rates 2007 & Conclusion by Ross Young – President – DisplaySearch

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The Times, They Are a Changing!

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Interview with Gérard Lefebvre – President & CEO – Cleverdis

Gérard Lefebvre is graduated from the "Ecole Supérieure de Commerce de Paris" (1977), with a specialization in International Finance. He has held positions of Director and Chairman with a number of companies in the Display and Digital Peripherals Industry. He is recognised world-wide by industry leaders and the management of major end-user organisations for his work in creating true, efficient and sincere communication between top corporate buyers and top vendors. His Catch-words: Added-Value + Transparency. Gérard currently heads Cleverdis, which he founded in this spirit in 1997.

How are forms of corporate and product communication evolving with the onset of new technologies in our everyday lives?

G.L.: Conventional methods of redressing identity problems are becoming progressively less effective because the traditional focus has viewed corporate identity and corporate communications as functional rather than as strategic. In "high-tech" sectors, the job of communicating on image and product is becoming even harder. Jakki Mohr of the School of Business Administration at the University of Montana, Missoula, underlined this when she said, "Despite its increasing importance in today's business environment, the marketing of high-technology products and services is not covered in many marketing curricula", underlining that "marketing must be modified in a high-tech environment, where market information can be hard to come by at best and potentially misleading at worst." Strategies long used to deliver selling messages to a mass culture through a single medium are now obsolete. Businesses today need to think of innovations they can use to help with communication between suppliers, contractors and customers. In this sense, the targeting of communications plans has to change to take into account the fact that people don't have a good understanding of what they're being sold, meaning traditional models are obsolete. The old mar-comm concept was simple: Message sent. Message received. Message acted upon. This concept applies to mass market advertising, which aims to incite purchases for products that are generally known and understood (i.e. – buy this new soap powder because it's soft on your hands, drink this new, improved soft drink – it just tastes soooo good... etc etc.). This is a simple concept, but the reality of getting the message to the client is far from simple today. The new Mar-comm concept has a couple of extra

preliminary steps added in that are now really essential ... those steps are: Sales Channel Informed and Educated. Potential Customers Informed and Educated. In other words, in this particular market, two primary steps are now essential before the selling process can be effective.

But isn't this the role of the PR agency?

G.L.: Yes and no. The PR agency generally has the role of looking after publicity of this kind, however their role is often not very clear in this respect and in many cases, we act as a strong support for agencies (either internal or external). We are able to assist an agency in structuring specific information in a credible, logical manner in such a way as to make it "palatable" and truly informative for the target readers, inviting and tempting them to want to find out more about the company's offering. While agencies generally have a terrific grasp on the conceptual thrust of a campaign, we can really help here on the technical front.

How are information distribution models changing and how is the SPECIALreport evolving in this respect?

G.L.: It is clear that the internet is constantly gaining momentum as a means of information distribution. While hard copy is still important there are more and more people gravitating to our website to download PDF versions of our SPECIALreports. At time of writing there are more than 10,000 downloads a month from our website www.cleverdis.com. When one considers the fact that the target is entirely in the professional domain, is quite extraordinary. I believe this trend will continue and we are consequently further developing this service as part of an overall communication plan for those commissioning SPECIALreports.



What is a SPECIALreport and how is it compiled?

Interview with Valentina Russo – Editorial Coordination & Design – Cleverdis

Valentina Russo holds Masters in Communication Sciences and Public Relations, from the IULM University of Milan. After several internships in Spain, USA and France, she is now perfectly fluent in five languages: Italian, English, French, Spanish and Portuguese. She started her career in Paris, where she worked successively as Editorial Coordinator for the fashion magazine Italian Vogue, and as Production Manager for Studio G - a Photographers' PR Agency. She joined the Cleverdis team in 2004 as Country Manager for Italy and Spain, and later the same year her position evolved to that of Editorial Coordination & Design.



What is the recipe for Cleverdis SPECIALreports?

V.R.: SPECIALreports are the fruit of a careful blend of Consulting, calling upon the qualities of a Corporate Publishing Specialist, with a zest of networking and the use of image and reputation. Cleverdis thus has created a marketing/communication vehicle which is without equal in the high tech A/V and consumer electronics fields. Cleverdis SPECIALreports are totally different from any other kind of communication vehicle on the market today. Not only do they add real value to marketing plans, they are often at the very heart of the communication strategy of the biggest players in the market.

So they are highly targeted?

V.R.: I tend to employ military terms here... because business these days is a lot like being at war! I would say they are like a mar-comm "weapon", allowing companies to make "surgical strikes" in the market. While having an apparent simplicity, the SPECIALreport employs precise methodology and is in fact perfectly structured to respond to specific commercial objectives or a precise marketing plan. Its structure is unique and allows the company using it to leverage the exceptional credibility that Cleverdis has established in technology markets in general and in the audio-visual sector in particular.

So just what does the "miracle" structure and methodology consist of in Cleverdis SPECIALreports?

V.R.: They are based on commonsense marketing principles and the creation of real added value. These are adaptable to each client's target, in BtoB or BtoC. In general, to complete a SPECIALreport, there are 7 different steps:

1) Preparation: We begin by identifying in a very precise manner who the SPECIALreport will be addressed to... who should be reading it. The content of the SPECIALreport will then be structured in this context. To assist us here, we call upon the huge databases and knowledge-bases we have constituted over time and we don't hesitate to analyse the reaction of our traditional readers in order to better understand what kind of information they may be seeking for the topic at hand.

2) Value Added: Right from the beginning of the SPECIALreport, we bring into play one of the main values of Cleverdis in this field. This particular value is that of constantly monitoring the industry – much like a radar... and when a piece of information that's detected is considered as being particularly interesting, it is qualified and disseminated amongst a public of decision-makers. In ten years, we have built a reputation as a reference

information source with a public that is of particular interest for vendors and solution providers. Each introduction thus begins with a reminder of our vocation in this respect, and we underline to the target audience the fact that we have qualified the information they will find in this SPECIALreport, as being particularly interesting for them in their particular field.

"Cleverdis SPECIALreports are totally different from any other kind of communication vehicle on the market today".



3) Your Company Engagement (Vision Statement): We ask one or several of the leaders of the company having ordered the SPECIALreport to voice their engagement with the target audience concerning their company's strategy. This is particularly important... this kind of "commitment" by the management, as so many companies flit in and out of various markets depending on their whims at the time, and the buyers and/or channel really need to have this kind of "security blanket". It is a very strong and important selling point. It's also important from the point of view that decisions to buy or install are taken at a very high level in any company, and the fact of having someone at a very high level from the company commissioning the SPECIALreport shows the respect that company has for its customers and potential customers.

4) Situating Your Company in the Marketplace: At this point in the compilation of the SPECIALreport, we call upon top-line experts – the world's major specialists who would never have given their time for a commercial brochure, but who don't hesitate to participate when it comes down to a SPECIALreport signed by Cleverdis. For example, in the A/V sector, Ross Young, President of DisplaySearch, one of the world's top consulting organisations, did not hesitate to participate in several of our SPECIALreports.

5) Personalisation: The next part of the SPECIALreport involves the operational players of the company. Product managers and technical experts from within the company have the chance to express themselves much in the same way as they might do in an official product presentation. Here again, we play a key role in

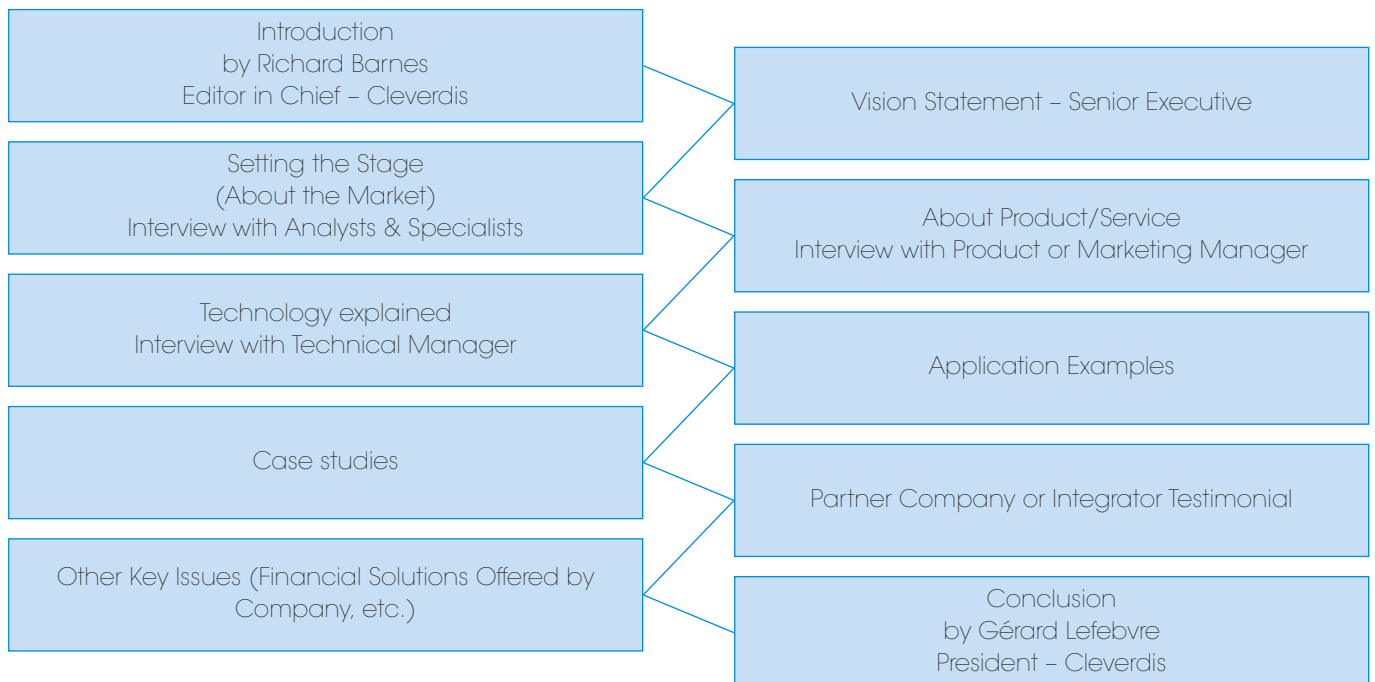
helping them place their products in perspective with regard to other offers on the market, as opposed to presenting them in the same way as in a commercial brochure. We put our name and reputation to this, as all information supplied is checked and reworked into an objective format. Our readers know the content is neutral in this respect and that's what gives such weight to our SPECIALreports compared to simple commercial brochures and leaflets.

6) Case Studies: Wherever possible, depending upon the maturity of the offering, we include end-user case studies, with the same promotional concept – underlining the benefits of the company's experience, and the concrete benefits of their offering.

7) Conclusion: To conclude, our president, Gérard Lefebvre, adds his special trade-mark to the SPECIALreport in the form of a conclusion. This "signature" definitively reinforces the credibility of the SPECIALreport as the information that is contained within is thus officially validated by Cleverdis.

Is this structure unalterable?

V.R.: No... of course we are quite supple and are able to adapt to different situations specific to each customer. Cleverdis SPECIALreports are, in this sense, the fruit of a unique blend of consulting and corporate publishing, adapted to marketing plans or PR operations. Each SPECIALreport is thus unique both through its content and its structure... but all benefit from the same methodology. Our very numerous prestigious references in this field, which may be consulted on our website www.cleverdis.com speak for themselves.





The Many and Varied Themes of Cleverdis SPECIALreports

There are very many kinds of use to which SPECIALreports may be put as marketing or PR support tools. Here are a few categories, with some examples of SPECIALreports that have already been published. Each case is highly individual and is thus approached on a project by project basis.

Explaining Technologies

Cleverdis SPECIALreports may be used as a means of explaining a company's technological value-add. By not only outlining the technology itself, but completing with case studies, OEM interviews, market data and the points of view of senior management, the Cleverdis SPECIALreport is a perfect solution for communication in this case. For many people, even in-house, getting a full grasp of the technology at the heart of key products is essential, but now as easy as it sounds. With lengthy presentations and explanations, the average potential buyer or channel partner may get a grasp of how the technology works and why it's important, but when they go on to give the information to those around them in their own

organisations, the task becomes much more difficult. In these cases, a SPECIALreport not only places new technologies in their rightful context in the market – being presented by a neutral 3rd party organisation, it also demystifies the technology and explains the principle applications to which it may be applied.

One case example is that of Epson, who commissioned a SPECIALreport outlining 3LCD technology at the heart of their projectors, in which their Branded Projector Business Manager stated, "...We felt it was essential to educate the market to a greater degree in order that people be able to make decisions based on facts rather than promotional documents and hearsay. For this reason, we asked Cleverdis, world renowned for their expertise in explaining display technologies, to compile this SPECIALreport."

LG.Philips LCD commissioned two SPECIALreports to demystify "Enhanced Super-IPS" – the pixel technology that differentiates their LCD panels from those of other companies. In an interview at the time, their **EVP of Marketing, Bruce Berkoff**, who ordered the reports stated, "We have found Cleverdis Special Reports to be an effective and useful tool to handle our complex messaging requirements, not just around our technically challenging products and technology, but regarding the fast pace of change in the dynamic IT and CE markets and industry. Cleverdis has helped us encapsulate and package our thinking for use at tradeshows, in press kits, and even at our IR events."





Highlighting New Products

A Cleverdis SPECIALreport may be used as an original way of highlighting new products in a way that doesn't "oversell" them, but presents them in a more editorial style. We explain what's new and interesting about the products, and what applications they're best suited to, while also being able to explain the added value of the manufacturer itself and what the main differentiators are – including key customer benefits and selling points. In this sense the SPECIALreport also acts to underline how the brand differentiates itself from others through its products, meaning the brand takes on a new value in the eyes of both the buying public and the channel. Underlining this differentiation is becoming an increasingly important part of any marketing campaign and can best be done through a SPECIALreport thanks to its very high level of credibility.

Interview with Martin Moschek – Public Relations Faktor3 – Communications agency for SHARP



You worked recently with Cleverdis on a SPECIALreport project for Sharp Europe, creating what was to become a strategic

document for use primarily at the IFA trade show in Berlin. Can you tell us a little bit about this project?

M.M.: For the IFA fair 2006 Sharp Europe wanted to have a SPECIALreport about the latest Sharp LCD TVs from the new factory Kameyama II and the technology background, embedded into the overall Sharp company story.

Cleverdis was the first choice for such a project because they are familiar with the technology, they know the market and had a very good concept. And the result was the extremely successful Sharp AQUOS SPECIALreport, handed out to partners, customers and journalists during the IFA fair.

How would you describe your work relationship with Cleverdis as the SPECIALreport was being compiled?

M.M.: First of all it was a very friendly and straightforward cooperation. After deciding the content of the SPECIALreport we supported Cleverdis with Sharp background information, pictures and interview partners. Cleverdis was responsible for the texts, layout and

translations and we checked the facts and product information about Sharp.

We discussed important questions directly via phone or email without any waste of time. From the pr point of view it was a really smooth cooperation with a great outcome. Now the AQUOS SPECIALreport is part of the Sharp press kit, explaining the products and the company in a unique way.

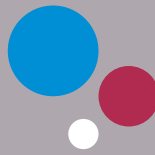
How important do you think it was for Sharp to develop a SPECIALreport in order to communicate on a more "complete" level, telling the company story, underlining the key production role of the new Kameyama plant and presenting the new Full HD TVs?

M.M.: The Sharp AQUOS SPECIALreport was very successful and an important part of their IFA communication. For the first time, Sharp Europe could tell the whole story including products and corporate themes. Unfortunately the report was immediately out of stock and now we are waiting for a new one.

To your mind, how unique is the position of Cleverdis in this specific communication sector?

M.M.: As I mentioned before, from my point of view Cleverdis has an exceptional position in this sector because of the deep knowledge of the market and the technology. Combined with good contacts to key persons in this business, Cleverdis was one decisive factor for the success of the Sharp SPECIALreport.





Entering New Markets

When companies enter new market sectors, a Cleverdis SPECIALreport explains to new potential clients what the company has to offer in its market or how its offer has changed. In some cases, such as that of Alcatel Mobile TV, the market was so young that a great deal of explaining had to be done in order to "set the stage". Through the use of a SPECIALreport, this can be done in a convincing manner.



**Herbert Mittermayr –
VP Marketing –
Alcatel Mobile
Broadcast**

"2006 was very exiting for Alcatel-Lucent with the new "Unlimited Mobile TV" initiative. The outreach on the new DVB-SH standard was indeed powerful. I am personally dealing with this since beginning of 2006. The market response turned from "surprise" towards "remarkable concept with definite advantages".

For potential partners to understand the stakes at hand and the importance of this project, it was vital for us to

develop effective communication explaining not only the technology, but also outlining and explaining the ecosystem of partners in the venture. To this end, Cleverdis developed, with our communication department, a SPECIALreport featuring a series of high level interviews with technical partners on different levels, as well as underlining market research that strongly supported our offer. The report was completed with comments from top-line market analysts, further adding to the credibility of our story. This document was able to be used in harmony with our marketing material, being highly complementary thanks to its impartiality and detail of content.

The fact that this SPECIALreport was put together and "branded" by Cleverdis as one of the most distinguished consulting organizations in this sector meant that it could be used as a genuine strategic marketing tool. "

The Importance of Differentiation in Today's Marketplace

Companies that do not invest in effective publicity to inform channel and end users of what differentiates their company and products are thereby condemned to differentiate on price alone... fatal in today's ever more competitive market, where many are willing to sell at a loss just to gain market share. It's not enough for you to BE different... a potential customer has to understand the difference and must feel that the difference somehow fits their need better (i.e. Competitive Advantage; Unique Selling Proposition; or Value Proposition).

Cleverdis SPECIALreports firstly differentiate your company through the fact, above all, that readers understand your commitment to educating and informing the market. They come to better trust your company because of this. The document itself then serves to underline such things as focus differentiation, product or service differentiation, quality differentiation, technical differentiation, or such things as being first in the market with something, having different/better features and options, or the possibility of customization. Through the savvy use of a Cleverdis SPECIALreport, you give your customers and channel partners the right combination of information in order for them to understand your offering – within the framework of its true perspective in the market.

The objective of this strategy is to develop a position that customers will see as being truly matchless. Remember, successful differentiation will move your product/service from competing based primarily on price to competing on non-price factors, such as product characteristics, distribution strategy, or promotional variables.





Asserting or Underlining Market Position

In some cases, it is very important to be able to establish or re-establish your company's position in the market, outlining differentiating factors and added value more clearly. With a Cleverdis SPECIALreport, your company's story can be told in a sincere, balanced way.

In "New Digital Solutions", our channel oriented publication for the IFA show in Berlin in 2006, we ran an interview with **Ruth Speakman, head of PR for Sony Europe**.

In this interview, Ruth explained how the Cleverdis SPECIALreports impacted the information campaign that was undertaken by Sony:

With the change in tack for Sony, new impetus was given to the promotion of High Definition TV. Why so?

R.S.: No one in the world has Sony's depth of experience or breadth of excellence in high definition and no one is better positioned throughout the value chain to benefit from the shift from standard to high definition. Adoption of HD technology will lead to enormous opportunities for sales of high-definition devices and content of all kinds. To this end, Sony is increasing the percentage of its products supporting HD from 35 percent in 2005 to 75 percent in fiscal year 2007. High Definition will be at the centre of the digital living room. So will Sony.

But rather than just underlining picture quality, Sony decided to promote the importance of colour on new tech. TV's. Thus came the "Balls" commercial, filmed in San Francisco. Why did Sony choose such a different approach?

R.S.: When you're introducing the next generation of television, you want to make an impact - but that doesn't mean you have to shout at the top of your voice. And it doesn't mean you have to be predictable. To announce the arrival of the BRAVIA range, we wanted to get across a simple message - that the colour you'll see on these screens will be 'like no other'. The TV ads were part of an overall communication strategy that included point-of-sale material, which provides an in-store presence that reminds and reassures customers that this is the product they saw on the web and TV, a print campaign, conveying a message consistent with web and TV activities, and a website entirely dedicated to the advertisement, including

the "making of", and so on. In addition we created specific marketing tools (eds: i.e. Cleverdis SPECIALreports) that targeted resellers and journalists, so that they could better understand what we were doing. All this created a buzz which, like a wave, transported the brand to new heights of success. This year, a new creative is set to bring this concept to life again by featuring a combination of fireworks and paint.

Sony has been dedicated to the education of the market, and to this end, commissioned Cleverdis to undertake two SPECIALreports. How did these SPECIALreports impact the information campaign being undertaken by Sony?

R.S.: It was crucial to educate channel and resellers about the changes in our approach and to remind them of Sony's unique background in TV technology, especially in HDTV. It was vital for them to understand the Sony story, as well as the unique selling points and customer benefits of our new Bravia TVs. Through the use of this SPECIALreport, Sony was able to explain the added-value of our new TV technology. We commissioned another SPECIALreport underlining just why we **ACHIEVE "COLOUR LIKE NO OTHER"** as a communication tool for members of the press and analysts who needed to better understand the whys and wherefores behind our flagship campaign. Education and information is essential in today's ever more sceptical marketplace, where simply launching a new slogan with a pretty picture no longer means anything unless you can substantiate your claims.





Content, Use, Distribution & ROI

Interview with Jean-Guy Bienfait – Production Director – Cleverdis

After having managed the communication service of a mutual insurance company, then in a publicity agency, Jean-Guy Bienfait joined Cleverdis in 2004 to head the production team (editing, printing, distribution). He thus puts his meticulousness and experience in the publishing world at the service of Cleverdis. Jean-Guy holds a Masters of Economic Science and a Masters of Business Communications.



How easy is it to put together a SPECIALreport?

J.G.B.: Very easy! One of the reasons so many top-line companies come to Cleverdis for the compilation of a SPECIALreport is because we make the process FAST, EASY and PAINLESS! Because Cleverdis has been working in the field of digital convergence over the past ten years, we have the know-how and background it needs to be able to:

- Understand Your Marketing Goals
- Understand Technologies Employed
- Understand the Evolution of Applications

We put this knowledge at your service, greatly facilitating the task of putting together your SPECIALreport. The process begins with a meeting where we establish the target audience, the overall content and the general editorial line of the report (as explained by Valentina Russo). Armed with this information, we study the various sources of information and recommend both page line-up and working process for the compilation of the report. We take care of research, interviews and case studies, and our creative department works on a specific innovative concept for the design of the SPECIALreport.

How are SPECIALreports distributed and followed-up?

J.G.B.: The distribution can be a real key point to the success of this incredible marketing tool. Our first task consists of identifying the target. Our client may already have databases and the distribution will naturally take place using these lists, but in the case that a client's

databases are incomplete or if they are entering a new market in which they have no base, we are able to let them benefit from Cleverdis's exceptional resources in this field. The distribution then takes place using several methods:

- direct mailing to a defined target group
- distribution through specific trade shows
- downloading of PDF version from the site of the client as well as through our own website. We've been seeing major growth in the number of professionals using this method – with more than 10,000 downloads a month from our website at time of writing (and growing all the time).

But our mission doesn't end there. Our offer includes a personalised follow-up with 500 key prospects within the target group. These contacts are called within several days of the mailing of the SPECIALreport in order to ensure they have received it, and to field their comments and remarks. We then realise a QMR (Quality Management Report) which is given to the client, concluding the mission with an action that is both concrete and efficient, ensuring Return on Investment for the marketing / communication project.

Could you be more precise about the ROI?

J.G.B.: To my knowledge, there is no other marketing vector today (trade shows, advertising, press conferences, etc.) that enables a company to tell its story so clearly to totally targeted contacts (generally 6,000 contacts with 500 called back by telephone). These people are not receiving a simple advertising message, but a full, professional report



dedicated to their sector... with an investment for the client of less than 6 euros per contact! If you calculate the return on a 16 page SPECIALreport (costs on page 15), this is what you will find.

In what language are SPECIALreports written?

J.G.B.: We have mastery, through native speakers in-house, of most of the main languages in Europe – English of course, German, French, Italian, Spanish, Russian, etc. We are therefore able to compile SPECIALreports in different languages avoiding the “word for word” translation one sometimes finds in translation agencies, where it is difficult to find people who understand the terminology of the high tech fields in which we work. We can even personalise 2 or 4 pages of each SPECIALreport for each country, in such a way as to spotlight the leading figures within each subsidiary and/or introduce regional case studies. This allows a company to have coherent messaging in each of the countries covered, while retaining regional specifics.

Who undertakes the artwork, creative work, page setting and printing?

J.G.B.: Everything is done internally. Only the printing is done externally, allowing us to adapt to different situations specific to each client (for example printing in Russia to avoid customs clearance problems, or working with very short time-frames). The SPECIALreports thus benefit from our production capacity in the field of corporate publishing.

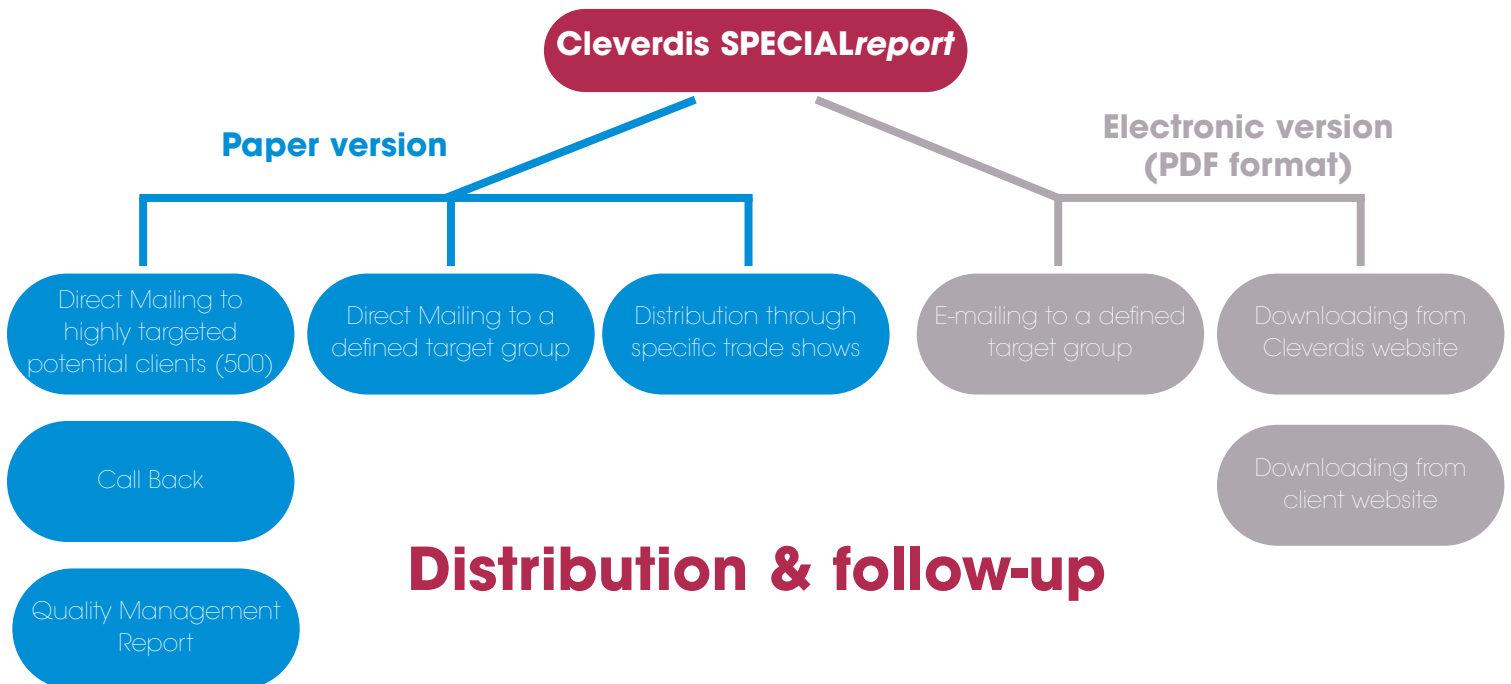
And the quality?

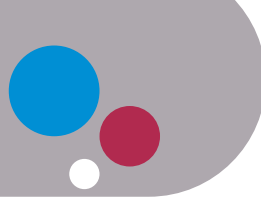
J.G.B.: We ensure high quality printing on high quality paper stock for all clients. In the case where a specific paper stock is requested by a client, this is also possible, as are such things as adding a 5th colour (i.e. gold), plastic coating, or the insertion of a DVD.

More about the Quality Management Report & Follow-up

A very important part of marketing today consists of estimating the real Return on Investment of any marketing action undertaken. To this end, it is often very difficult to measure the return on what could be termed an “educational” or “informative” action. For this reason, Cleverdis has conceived a specific way of obtaining concrete feedback after the issue of a SPECIALreport, which would otherwise be impossible using ordinary marketing techniques.

We send a number of SPECIALreports to highly targeted potential clients, and then follow-up with a phone survey – finally giving all results to the company which commissioned the SPECIALreport and follow up as a “Quality Management Report”. This contains all information about contact feedback, and is an incredible source of information on which to plan ongoing sales and marketing actions.





Case Study

Sony Europe

Challenge

Sony is a premium brand, but the move to flat screen technology meant its market leading position was being challenged by rivals. Consumers perceived the flat screen market as commoditised and people were beginning to question the price premium for the brand. Sony needed to retake its number one position in the flat screen market. The marketing challenge was to create reasons for consumers to commit to the new Bravia range of flat screen TVs well before they get to the point of sale. Sony used the idea that colour is at the heart of the viewing experience and that the best colour equals the best picture. By tapping into the impact of colour, it would be able to create an emotionally powerful experience that would bring consumers back to the brand.

Target

Dealer Channel & Press.

SPECIALreport Strategy

Cleverdis was commissioned by Sony to produce a 24-page SPECIALreport on Bravia – **“MAKING THE BIG PICTURE CLEARER”** – to underline the announcement of the new brand at the company’s dealers’ meeting in Berlin. The aim was to remind the dealers about Sony’s solid background not only in TV but in HD TV in general, and explain what the real value of the company is today in the LCD TV market.

The SPECIALreport began as always with an editorial by Richard Barnes followed by a vision statement by Andreas Ditter – Head of Marketing for Sony TV Operations Europe.

We then entered into the details of the evolving TV market in Europe, followed by the specifics of the HDTV Market in Europe by Meko to help readers understand the “big picture”. This was followed by details of Sony’s history in the TV market. Following this, we entered into a more technical phase: Why Sony’s HDTV’s have such an Excellent Image, All about Sony’s Bravia 40” LCD, All about Sony 50” 3LCD, All about 3LCD... and then a reminder of the fact that Sony masters the image chain from camera to TV... giving ideas to resellers as to how they may bundle video cameras with VAIO computers and TV sets. The SPECIALreport finished with a very useful section on “Myths and Untruths to Avoid in Selling New Technology TV’s”, helping resellers get around some of the old sales bugbears. The conclusion by Gérard Lefebvre underlined the fact that the brand was set to re-emerge as a major force in the TV market.

Not long after the first SPECIALreport was used as an information source for resellers, Sony PR contacted Cleverdis for another SPECIALreport – explaining to media and analysts WHY Sony claimed to have colour “like no other”. It was commissioned in order to outline on the one hand the dilemma of reproducing true colours on new technology TVs – especially LCD – and on the other hand, the way in which Sony is investing energy and resources into **“ACHIEVING COLOUR LIKE NO OTHER”**...

The use of this SPECIALreport reinforced the seriousness of Sony’s message by bringing a number of analysts and industry experts to the fore, explaining the importance of colour in the offering.

Result

With the launch of the BRAVIA brand in 2005, Sony made an historic turnaround, having been considered by many as no longer being a major player in the TV business.

The company leapt to the number one position for LCD TV in many markets around the world, thanks to an extremely “savvy” communication campaign, backed of course with TVs that met the quality standard announced by the campaign.

The SPECIALreports undertaken by Cleverdis were successfully used in educating and informing channel, analysts and press about what was behind the campaign.





Case Study

GL Multimedi@

Challenge

We live in an information era where immediacy and accuracy matter more than ever. The development of new tools for the distribution and displaying of information of all kinds is moving ahead in leaps and bounds, with the onset of immediate information delivery through G3 mobile networks and various satellite bouquets. The most important sectors affected by this public craving for instant information are those of finance and banking. To this end, not only is the delivery of instant information important in back rooms, it is now vital in public areas as well. GL Multimedi@ is a company with deep-seated roots in financial information dissemination and trading technologies, who were now putting this expertise to work in the field of information dissemination through dynamic digital signage.

The GL Multimedi@ Solution

In June 2005, GL Multimedi@ launched GL TV, proving that digital displays have established themselves as a real communication tool - playing a full role in media planning. As in other sectors, GL Multimedi@ have found that the immediate returns on investment are positive both in terms of commercial impact and brand building. Advertising content carried on a TV screen was found to have three times the impact of an advertising brochure. Thanks to its ease of use and the richness of its content, the use of digital signage in banks offered the opportunity for these establishments to get closer to the customer with targeted messages reflecting local issues.

Target

Installers, Corporate Decision Makers.

SPECIALreport Strategy

In the SPECIALreport entitled **“THE NEW COMMUNICATION TOOLS OF THE FINANCIAL SECTOR”**, GL Multimedia targeted potential buyers and decision makers in the banking sector.

We aimed to explain, in plain terms, how and why digital signage is important in the banking sector, and how the GL Multimedi@ solution is bringing a simple and constructive answer for companies seeking to *“jump on the bandwagon”*.

Content included an interview with J.P. Bertrand & B. Mathon of the Société Marseillaise de Crédit, explaining what added value they could offer their clients thanks to the use of digital signage, the multiple applications of Dynamic Digital Signage in the sector were addressed, outlining the fact that this is a market with strong potential; in an interview with Patricia Regnault, General Director of GL multimedi@, she was able to explain why her company has become a major player in display solutions for banks. The conclusion by Gérard Lefebvre, President of Cleverdis, underlined the importance of dynamic signage in the banking environment – offering a true benefit for the customers as well as for the bank staff.

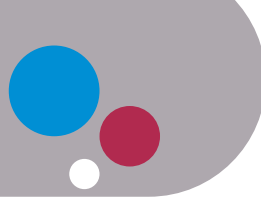
Result

Through the blend of general information, interviews and analysis, this SPECIALreport allowed the readers not only to understand all the technical questions at hand, but also, more importantly, to grasp how the right choice of information content is critical to the overall solution, and why this particular solution provider is particularly well suited to address their needs.



www.cleverdis.com





Case Study

Epson - 3LCD

Challenge

In a move to circumvent the heavy promotion of competing projection technologies, a new brand was created and officially announced at CES Las Vegas in January 2005: 3LCD technology. This technology is endorsed by several industry-leading projector manufacturers dedicated to educating consumers and video imaging professionals about the benefits and unique features of 3LCD devices.

Participating manufacturers use the 3LCD logo, currently under license from Epson, positioning it prominently on their products and marketing materials. The aim of those using the 3LCD logo is thus to *"all sing the same song"* about the virtues of 3LCD compared to other technologies available on the market today.

Target

Installers, Corporate Buyers, Channel.

SPECIALreport Strategy

Successfully used in over 13 million products worldwide, 3LCD is the world's leading micro-display projector technology, allowing for bright, natural images that are easy-on-the-eye. The SPECIALreport – **"LIQUID CRYSTAL MICRODISPLAYS - 3 LCD: AT THE HEART OF PROJECTION TECHNOLOGY"** – was aimed at educating customers and improving awareness of the ever evolving 3LCD technology that is used by so many of the world's leading manufacturers.

While concentrating on their current offering, exciting new developments are in the wings, with today's research focusing, among other things, on the use of a so-called inorganic alignment layer. This development allowed even higher levels of contrast, silky images and a degree of deep black that was unattainable until now. This indeed was a forward-looking technology that might well define the standard for home projection applications in years to come.

The 3LCD SPECIALreport thus had the goal of giving potential buyers and resellers the clear facts about 3LCD in such a way that they might make intelligent decisions based on fact, rather than sales pitches and rumours.

After the introduction by Richard Barnes and overview by Epson's Luc Bureller, we went directly into the technology – explaining what was at the heart of 3LCD PolySilicon (HTPS). Applications were then outlined, with points on the advantages of 3LCD in different applications. The conclusion by Gérard Lefebvre underlined the fact that this initiative by Epson would stimulate the market in general and indeed would benefit all users.

Result

The SPECIALreport was regularly used by Epson in numerous marketing exercises, and even served as an information base in-house thanks to its simplicity and clarity.

Installers and resellers were able to use the document to pass on valuable information to those working around them.





Standard Rates - 2007

8 pages	18 600 €
12 pages	24 950 €
16 pages	28 900 €
24 pages	40 800 €

- Rates for 1 language - inclusive of all research work, content development and editing, as well as follow up and quality management report.
- 6,000 print run.
- VAT and Transport are not included.

Cost Breakdown SPECIALreport with QMR

	8 pages	12 pages	16 pages	24 pages
1) Analysis of communication & marketing needs or requirements:	2 000 €	2 900 €	2 900 €	3 900 €
2) Information collection and management, utilisation of Cleverdis knowledge base:	4 500 €	6 750 €	9 000 €	13 500 €
3) Utilisation of the Cleverdis brand-value, including our "Stamp of approval" in the form of Introduction and conclusion by Cleverdis:	7 000 €	7 800 €	8 000 €	10 000 €
4) Artwork, creative work + page-setting, printing:	5 100 €	7 500 €	9 000 €	13 400 €
Sub-Total	18 600 €	24 950 €	28 900 €	40 800 €
5) QMR (Quality Management Report) - Use of database for mailing to 500 key prospects, follow-up by 3 call centre staff, coordinated by 1 analyst + 1 project coordinator:	8 200 €	8 200 €	8 200 €	8 200 €
Total	26 800 €	33 150 €	37 100 €	49 000 €

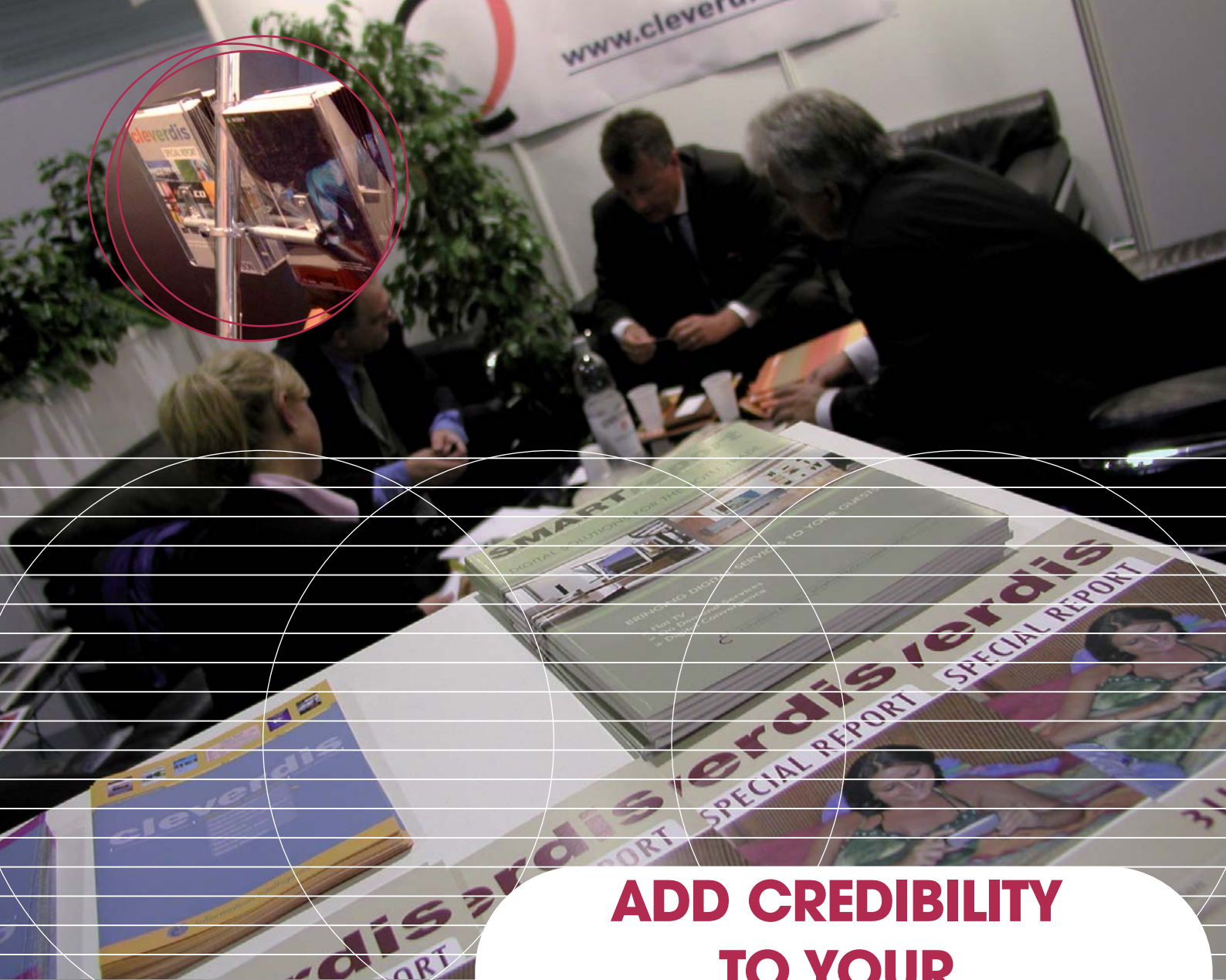
• Additional costs per language: 100 € translation/page • Customized pages per country: 900 €/page

Conclusion



ROSS YOUNG
President, DisplaySearch - an NPD Group Company
Austin, Texas

Every time DisplaySearch hosts a conference somewhere in the world, the delegates come to learn... to be informed and educated... not to be bombarded with advertising material. I've noted that the use of Cleverdis SPECIALreports greatly enhances the story told by our sponsors. They use the SPECIALreports to give solid credibility to their offering, and to educate their potential clients about their new technological offerings. The expertise of Cleverdis in the Display world, and their savoir-faire in putting together these SPECIALreports in such a way as to tell the story clearly and concisely is, I believe, second to none.



**ADD CREDIBILITY
TO YOUR
MARKETING CAMPAIGN**

Special report

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