



## Case Study

**Goal:** Help launch a new offering for media companies and operators.



"We have worked with Radical Moves for over 17 years. Its understanding of strategic marketing and global PR strategies for high tech companies, while still being agile enough to individually care about customers make Radical Moves our preferred choice of agency."

**Michael Lantz, CEO, Accedo**

### Challenge:

Over the last two decades, Accedo has become one of the world's leading pioneers of video-centric experiences. Recognising the changing landscape for video service providers, Accedo decided to launch a new offering for media companies and operators aimed at repositioning the company as experts beyond just the front-end experience to provide a trusted service to customers by taking full ownership of their services - end-to-end.

Accedo Managed Services is designed to reduce complexity and risk for video service providers by taking complete ownership of operating and enhancing video services, managing the entire end-to-end ecosystem, including technology, functionality, people, and processes.

### What we did:

Radical Moves supported the launch, highlighting the three main points the new service would address - complexity, efficiency and user experience - with press releases, interviews with Faultline and DTVE, article placement in Broadcast, TVB Europe and CSI, and webinar with AWS, Caretta Research and Rakuten.

Radical Moves handled all the media liaison and secured coverage and opportunities with some of the industry's leading publications. With a campaign budget assigned we were able to negotiate on behalf of the client to secure competitive rates to maximise the campaign spend and results.

### Results:

Campaign performance:

- The launch featured earned and paid media.
- 22 clippings.
- Reach 182.46k views.
- DTVE 3,913 page views (target 3,000).
- CSI webinar generated 100 qualified leads.