

Case Study: Qualcomm

QUALCOMM PLAZA MOBILE INTERNET: BUSINESS STRATEGY

QUALCOMM + LEVEL IN COLLABORATION: BRANDING NEW TECHNOLOGY.

Qualcomm wanted to introduce Plaza Mobile Internet, its new technology designed to bring Web 2.0 mobile Internet capabilities to almost any mobile handset. So, it turned to LEVEL for collaborative help in building Plaza's brand. The goal was to create awareness in advance of a key tradeshow by showing operators in various regions how Plaza Mobile offers operators new monetization opportunities and provides consumers with a simple way to interact with personalized online content.

LEVEL implemented a 3-month digital campaign.

LEVEL created a three-month digital marketing campaign that integrated holistically with Qualcomm's own marketing plan. It targeted operators according to geography, demographics and behavior. The campaign included microsite development, content strategy, search engine optimization, pay-per-click search engine marketing, banner

development, media planning and buying, analytics and optimization as well as conversation-targeted social media advertising.

With clear, succinct messaging and strategic tactics, along with aggressive budget and placement optimization, LEVEL instigated a three-step plan that successfully maximized results. The first step created quick awareness, which was raised through wide-reach, low-cost targeted ads. Then LEVEL reinforced the messaging in social conversation ads. The last step established positions in Google in order to dominate the mindshare of targets searching for more information.

The results demonstrated the intuition of the agency's strategy.

Working in sync with Qualcomm's marketing initiatives, LEVEL created a business strategy to bring about strong branding awareness for Plaza Mobile and developed that strategy into a comprehensive campaign that yielded indisputable results. Impression goals were exceeded by nearly 500% and searches for keywords were up 315%, thus proving the validity of the business strategy provided by LEVEL.

Plaza Mobile Digital Marketing Campaign

- Exceeded impression goals by nearly 500%.
- Exceeded targeted click goals by nearly 250%.
- Increased Google searches for general keywords by 315%.
- Increased Google searches for complex keywords by 1,800%.
- Decreased costs by over 300% by the end of the campaign.

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Plaza Mobile Internet
By Qualcomm

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Plaza Retail solution consists of 3 modular elements - Connection, Management Center and Storefront.
Which allows you to effectively manage branding, merchandizing, supply chain and time-to-market issues to offer your consumers a truly personalized and relevant mobile shopping experience.

Plaza Mobile Internet is an end-to-end widget platform.
Enabling new revenue opportunities for you and enhancing the mobile Internet experience for your consumers.

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LEVEL helped evangelize Plaza Mobile Internet to both consumers and operators by creating and implementing a digital marketing campaign to build brand awareness.

Now consumers know that Plaza Mobile Internet gives them a simple way to interact with personalized online content on almost any handset. Operators benefit from Plaza Mobile's ability to provide them with new monetization opportunities.

Plaza
By Qualcomm