

CASE STUDY: LIGHTSPEED SYSTEMS EUROPE LTD

Lightspeed Systems supplies software and equipment to filter the internet and block inappropriate content: principally pornography and text of a malicious nature. The company is based in California with an independent operation servicing Europe. Its main market is in education where schools and colleges have a particular problem with student access over their networks and with online bullying and grooming. Problems in Jersey and South Wales have been prominent in the press in the last two years.

The filter is installed on the main internet connection. Using word and image recognition software the Lightspeed filter will block over 99% of offensive content when combined with human monitoring and vetting of sites.

The problem the company faced when we first became involved was one of sheer capacity. The main exhibition for the industry is held in January each year at Olympia and the company was faced with a lack of material in just about every department: advertising, sales literature, stand graphics, and even the web site were all felt to be unacceptable with just four months to go. Around 400,000 people visit the show so it is the major event in the year for influencing future purchases.

Starting with advertising, immediate changes were made to the existing format to improve impact and consistency. Using the existing textual elements a simple format was produced which made all the adverts consistent. This was applied in trade magazines and on-line with banner adverts and skyscrapers.

This short term measure gained time to develop a totally new campaign in the lead up to the exhibition at Olympia. Each advert followed a consistent format with an umbrella advert describing the total suite of software and equipment available from the company and subsequent adverts having a 'call-out' which explained a sub application. Some elements from the earlier campaign were brought through into the new campaign to provide continuity.



e-Safety from Lightspeed
14 year old boy proof!

Mobile Filter from Lightspeed
Extend your filtering policies to off-network devices

e-Resources from Lightspeed
By teachers for teachers

Campus Collaboration Bundle from Lightspeed
Collaborate, communicate and share information safely

E-Safety from Lightspeed
14 year old boy proof!



Introducing the Lightspeed Suite
The all in one e-safety solution

Collaborate, communicate, learn and share safely

Introducing the Lightspeed Suite
The safe online learning environment for schools

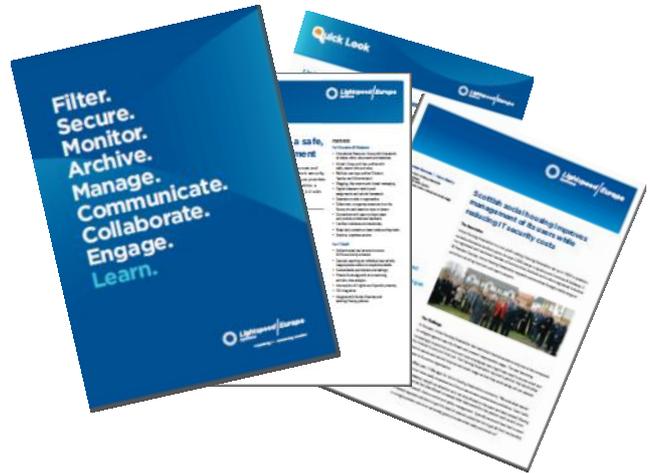
LIGHTSPEED SYSTEMS—MARKETING COLLATERAL

The second problem was one of marketing collateral — sales leaflets and brochures and case studies. These were being produced in profusion by the American mother company but were in a form that UK audiences found unacceptable. A total of 29 of these were revised over four months some in printed versions and all in pdf downloads.

The breathing space gained by these actions left time to prepare a new exhibition stand using a proprietary shell scheme and apply the new branding to the web site.

A new promotional strategy was developed to move the company away from traditional print advertising and onto digital marketing. This required the redevelopment of the web site both to comply with the new branding and to support much more emphasis on digital marketing with on-line videos, webinars and blogs accompanied by aggressive search engine optimisation and marketing.

In four months we probably achieved what would normally be undertaken in a year of marketing activity and all based on working for the client for just two days a week.



January 2012



LIGHTSPEED SYSTEMS AT BETT 2012, OLYMPIA

BETT 2012

www.sec-ed.com

Olympia, London, January 11-14



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