



Objective:

- Establish and foster relationships with key media and analysts
- Position SurfKitchen as industry commentator and thought leader
- Demonstrate proof of concept as leading on-device player in Europe

What we did:

- Leveraged SurfKitchen’s investment in 3GSM Barcelona
- Complemented by ongoing issues based campaign
- Commissioned global research on user behaviour and data usage
- Increased analyst outreach to further fuel market validation
- Leveraged customer relationships with Orange and LogicaCMG
- Campaign culminated into a major ‘stake in the ground’ event split into three parts: roundtable debate, 1-2-1 media interviews and product demos and social event

Results:

- Stake in the Ground Event: 16 analyst briefings, 30 media briefings and over 50 attendees to the evening social
- Analyst traction: Validation as market leader in on-device portal by ARC Chart
- Premium tier and break-out coverage: Wall Street Journal Europe and The Sunday Times Business
- Successful positioning - Mobile Entertainment Awards Winner in On-Device Portal Category

