



Client | **OpVista**

Campaign Scope

Integrated public relations, brand enhancement, collateral and advertising.

Campaign Summary

IOpVista is a startup company providing optical networking infrastructure for leading organizations in the cable and telecommunications industries. Because the target markets are notoriously slow to make infrastructure changes, and even more reluctant to adopt technology from a startup, OpVista embarked on a campaign to build differentiation and project the brand that the company intends to become.

Public relations efforts focus on industry analysts, trade media and business media. The clear objective is to build awareness, elevate the company's management team to a position of industry thought leadership, and to create differentiation and preference for OpVista's fresh approach to "first mile" connectivity.

Our advertising and collateral are derived from the dual concepts of scalability and the company's differentiated approach to its technology, both desirable attributes. Media selections for this client are focused on leading trade publications serving the target audience.

OpVista is currently negotiating contracts with some very significant and well known cable companies, and has received excellent feedback on its ad campaign.

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