



CustomerMining

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CASE Study: Brand Marketing



Challenge:

LSI Corporation is a leading provider of innovative silicon, systems and software technologies that enable products which seamlessly bring people, information and digital content together. LSI was founded under the name of LSI Logic in 1981. Their products have evolved over time with new technology and acquisitions. LSI grew beyond the chip and needed to re-brand their company.

Strategy:

Reach strategic verticals and employees throughout the world with online, print and out-of-home media.

Program Tactics:

- Target top financial media websites and publications
- Connect with the target audience through media that allows multiple audiences touches through online, print and out-of-home mediums.
- Reach competitors with strategically placed out-of-home media.
- Deliver re-brand message to employees with a combination of print and out-of-home

Target:

Business and Financial institutions

Storage, Telecommunications, Mobile/Wireless and Semiconductor Industry

Employees and competitors

Solution:

Build brand awareness utilizing media that creates concentrated coverage to target audiences.

Results:

Total worldwide campaign reach of 123,185,904 generating over 100,000 responses

Budget:

\$1.4m

ROI:

Increase brand awareness, website visitors, and product inquiries.