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Best Practice Short Guide

LAUNCHING TECHNOLOGY COMPANIES OR PRODUCTS IN
EUROPE – HOW TO GET NOTICED QUICKLY, DRIVE SALES &
MAINTAIN AWARENESS

We are often asked by our clients for guidance on how to launch technology products and companies in Europe and what is important to consider when navigating the different regions. As a result we asked Worldcom Public Relations Group experts from around Europe and the US to provide their insight into this topic for their territory.

The content of the Guide is based on the questions answered by our experts on a Webinar first aired in October 2016. You can listen to a recording of the Webinar by clicking on this [link](#).

We hope you find the Guide helpful. Further Guides will be provided for each of our other Technology Webinars.

What should I look for in a local PR agency if I want my product launch in Europe to succeed?

When looking for a local PR agency, it is important to look at the relationships and connections that the agency has to media, analysts and key stakeholders.

Look for proof of results and the creativity needed to rise above the background noise.

Would I need a central agency to co-ordinate a launch across Europe?

Look at your own resources and where they may need to be supplemented. Central agencies are good for delivering cohesion, consistency and creativity.

Ensure you have a European agency as the coordinator or you will not benefit from local knowledge.

When introducing an entirely new category, what would you do to make people understand why it is exciting and important?

To introduce a new category successfully, you need to challenge thinking and explain the impact the new category will have on people's lives.

Impactful and visual events can help convey the potential of the new category.

Regular reinforcement of key messages and winning the support of experts and celebrities is essential to establishing the category.

How important are bloggers in reaching target consumers/business buyers at launch?

Approaches will vary across Europe so make sure you get local support.

As an emerging and evolving category, bloggers are becoming increasingly more important in influencing consumer behaviour.

Some bloggers are starting to adopt the same practices as journalists – with some requesting payment. Some are starting to use video and YouTube to build their own brand and following.

Should you pre-announce a product launch? If so, what should be the lag time between the announcement and the product's availability?

Pre-announcements can occur, however it's important that the lag time is as short as possible – in certain markets near to zero.

Audiences immediately want access to the product and may complain if they have to wait.

Brief the long lead media first.

How important is it to have review products available for media and other audiences?

Review products are pivotal to a successful launch. It allows journalists and bloggers to have reviews and articles ready to go at the time of launch.

Reviews help build trust and credibility – delivering greater impact at launch.

Resist the temptation to limit availability of review products.

If a competitor has a better product, would you recommend we should invest in a launch?

Without very clear advantages, our advice would be not to launch. It is pointless launching a 'me too' product.

If there are some advantages or elements that would appeal to the local market, then we would build strong messaging to highlight these differences.

It is also important to analyse which media have supported competitors in the past and provide rival media with special treatment.

How much time do you need to be able to prepare a launch?

Preparation time varies by country. The time needed to prepare for a launch will depend on whether the product messaging is ready and optimized for each country.

Timing will also vary by the type of product being launched. For example, a B2C product may need a longer lead time than an enterprise launch because of the need to arrange reviews.

How would you recommend we build on the success of the launch? What do we need available to keep people interested?

You need to prove you are investing in the local market and contributing to its growth.

Local spokespeople are essential. In some markets – such as Spain, you will need to communicate in the local language.

You will also need to create a pipeline of content that will continue to accentuate your strengths and differences.

If the product has received negative comments in another market, would you still launch it in Europe or a European territory?

Whether you choose to launch a product that has had a negative reception elsewhere depends on the extent of the negativity and whether the issues have been resolved or not.

If the launch goes ahead, you will need to find the strongest angle to approach to focus on.

What challenges do American organisations face when trying to communicate in European countries?

Budget, language, access to spokespeople and news distribution are all challenges faced by US based companies when launching in Europe.

This makes it very important to focus effort on the territories that are most effective.

What is the one takeaway you would like to add in regards to launching products in Europe?

To succeed in Europe you will need to:

- Think integrated and support PR with target advertising
- Allow enough time to understand the local market
- Work with your local agency to create a tailored approach to the launch
- Ensure there is adequate budget to sustain interest after the launch.

Our Partners enable you to design, deploy, track and evaluate communications campaigns that deliver outstanding results and sustained value. By working with Worldcom, you can access a significant communications advantage whenever and wherever you need it. If you would like to discuss the content of this document, or its recommendations, or to talk to one of our experts about your communications needs, please contact:

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Panelists

Patrik Schober – Czech Republic

Like all our other experts, Patrik is known for his ability to launch tech brands and then help them grow market share. His experience spans both B2C and B2B technology as well both international tech brands and local players.

Corinna Voss - Germany

Corinna is probably one of the top five IT PR consultants in Germany. She has an unrivalled understanding of how the tech media works and importantly, how to get tech companies noticed. With over 25 years' experience, Corinna, knows how to make a difference to tech giants and start-ups alike. She has introduced many of today's global giants to the German market.

Diego Biasi - Italy

One of Italy's top 10 PR professionals, Diego moved from life as a journalist to building Italy's most successful Tech PR firm of the last two decades. That's why brands like Apple have chosen Diego and his team to launch them in Italy.

Imma Folch-Lázaro - Spain

Imma is brilliant at combining profile building with demand generation and has an enviable reputation for getting tech brands noticed in Spain. In 20 years she has helped more than 500 companies hit the ground running in Spain.

Derek James – United States

Derek oversees strategic and tactical plan implementation for a broad base of technology clients in the IT security, data storage, networking and cloud, among others. Derek has successfully led traditional media, analyst and social media programs that put his clients on the map, resulting in acquisitions, and increased revenues, mindshare and brand awareness.

Facilitator

Crispin Manners – United Kingdom

With over 25 years advising technology companies such as Cisco and RSA Security, Crispin is now sought after for his ability to convert technology topics into business language that helps generate demand.