



## Optimi Dials Up Cookerly For Increased Visibility among Media & Wireless Carriers

### Overview

When Optimi, a global innovator of customizable spectrum design, planning and optimization solutions for new wireless technologies, was signing multi-million dollar contracts with global wireless carriers, rolling out innovative new products and attending the same international conferences as competitors, the company was not receiving the same media and client recognition. Optimi retained Cookerly Public Relations to fix the problem through increased visibility.

### Objective

Cookerly was selected to position Optimi as an international wireless technologies leader, increase name recognition through trade and consumer media coverage, provide marketing and media relations support for international conferences, and research and coordinate trade shows and speaking opportunities. The agency also delivered strategic input on advertising and sponsorship opportunities.

### Strategy & Tactics

**Media relations:** Cookerly served as a news bureau for contract announcements, product rollouts, management hires and proactively pitched corporate experts for tie-ins to industry news. The agency also developed press materials, case studies and a human resources recruiting brochure to assist with aggressive recruiting goals.

**Conferences:** The agency provided onsite support at conferences, securing one-on-one meetings with media before, during and after events. Additional tactics included securing online newsroom postings, as well as researching and recommending additional international trade shows opportunities to broaden reach to applicable target audiences.

**Industry Awards:** Compelling submissions for leading awards programs showcased Optimi's expertise and track record.

### Results

The firm established and cultivated positive relationships with numerous major industry and business/consumer publications targeting the telecom, wireless, IT and engineering community. Media interviews with top management resulted in 166 placements with a total reach of more than 98 million and an approximate ad value of more than \$1.2 million.

The marked increase placements included coverage in *BusinessWeek*, *Investor's Business Daily*, *Business News Americas*, *Wireless Week*, *RCR Wireless*, *Cellular-News.com*, *Light Reading*, *Atlanta Journal-Constitution*, *Atlanta Business Chronicle* and numerous publications and Web sites.

Cookerly secured dozens of on-site meetings with consultants, analysts and media at international wireless trade shows 3GSM Mobile World Congress and CTIA Wireless.



### Highlights

Cookerly successfully raised Optimi's visibility and awareness with leading media and global wireless companies.

The agency secured 166 media placements with international and national press, and served as strategic counsel on a wide range of areas, including media relations, trade shows, industry awards, and advertising and sponsorship opportunities.



### The Future Of Tech

Shoppers spend more money when they pay with "contactless devices"

As wireless networks become more congested with data-heavy applications such as video, it's a challenge to provide good service consistently. "Whoever can execute most quickly and most effectively is the guy who's going to lead the horse race," says Bill Child, a former Cingular chief technology officer who now runs wireless consulting firm Optimi Corp.

New technology may come across the horizon. High-speed data networks finally are delivering Web connections to the cell phone with speeds that rival ones at home. This could lead to a virtuous circle: As network speeds improve, the Gang of Five handset manufacturers—Nokia, Motorola, Samsung, Sony Ericsson, and LG—take a risk and build higher-end digital cameras, music players, and recording devices into their handsets knowing that consumers will find it easier to share content from their phones. That's already happening. At the same time, the handset makers are making chips that not only help you figure out where you are but also allow others to find you and possibly sell something to you.

Does anybody really want that? Nokia believes its users will welcome such services. "Two years ago the company accumulated 6 billion data points from customer surveys, then embarked on a major push to create do-it-all multimedia phones under the Nseries brand. "If we don't embrace multimedia, enterprise, and the Internet, we will get left behind," says

Nokia Chief Technology Officer Tero Ojanpera. "Two clever technologies may be crucial in putting the mobile device on equal footing with the PC. The first is WiMAX. A global standard, it is designed to blanket whole cities, at broadband and could be available to as many as 1.5 billion users worldwide by 2008. Intel, Motorola, and Samsung have invested heavily in the technology, and Sprint plans to begin building an entire WiMAX phone network named to WiMAX starting next year. "Everybody is now serious about it," says Intel Corp. Executive Vice-President Sean M. Maloney.

Even more intriguing is a next-generation networking architecture called IMS, or IP Multimedia Subsystem. The technology would essentially link up all applications and electronic devices over the Net. Each one then becomes its own Internet "node" able to interact with all the others. Early applications might include cellular handsets that provide alternate Wi-Fi access when you're at home, then switch automatically to cellular frequency when you are out of range. Startup Maventric in Richardson, Tex., hopes to take this idea a step further, providing software to cellular carriers so they could cover up everything from Internet phone calls to TV shows. So if you're out of the house during the big Mis-