

Product Launch

Beta/Ruud Lighting Product Introduction

Challenge: To strategically and effectively introduce a new, cutting-edge line of LED lighting products for Beta Lighting.

Target: Trade publications, industry leaders and lighting purchasers.

Solution: Beta Lighting was in an exciting position to launch its new line of LED products. The company was the first in the industry to achieve LED outcomes that would allow LED to compete with traditional lighting methods for large-scale, commercial use, rather than only for niche lighting. Compared to competitors, Beta's LED outperformed other models. Because the industry was still learning about LED use in a commercial setting, Beta also was in a position to help define future industry standards.

For these reasons, Beta wanted to ensure a strong, unforgettable product launch. Bottom Line assisted Beta Lighting in the creation of an all-encompassing theme that would portray the features and benefits of the Beta LED product. Bottom Line led brainstorm meetings to develop a product name that would appeal to target audiences. The chosen name —“The Edge” by Beta LED — depicted the light's sleek image and cutting-edge technology.

In addition, Bottom Line drafted media kit materials including a question and answer sheet, a fact sheet, scientific graphs that compared “The Edge” to traditional lighting systems and story ideas that Beta Lighting could use in meetings with clients and the media. We organized photographs of “The Edge” that also were included in the media kit.

Bottom Line then created a media list to facilitate a media tour during which we distributed the media kit to trade publications in the lighting industry. This allowed various trade publications to prepare for the product announcement

prior to its official launch at the Lightfair International tradeshow in New York City. These “exclusives” offered major trade publications the opportunity to be the first publication to get a specific angle of the Beta LED story.

Outcome: As a result of the media tour and media kit distribution, Bottom Line secured a story in *LD+A* on “The Edge” product launch. Also, articles appeared in *Architectural Lighting* and *Architectural Record*. The public launch at Lightfair International reached more than 21,000 people who attended the tradeshow.