



The logo for Admeld consists of the word "Admeld" in a bold, blue, sans-serif font, enclosed within a thin black rectangular border.

PR Case Study: Company Re-Positioning

Effectively positioning and/or re-positioning early stage companies as a formidable player in a hotly contested and competitive industry is an area where the WISE PR team excels.

Client Situation

Admeld needed to move beyond a stealth-mode start up into a legitimate contender in the highly competitive and contested yield optimization space that included frontrunners such as Rubicon Project and PubMatic, two well backed, well respected, and off covered companies.

Strategy

WISE PR assembled the building blocks of Admeld's story through an intensive positioning exercise with the company's management team, which involved a perceptual audit and SWOT analysis. This resulted in a full positioning guide and supplemental "at-a-glance" document, establishing the foundation of AdMeld's corporate brand and strategy.

With the brand fundamentals in place, our team began executing the communications strategy around Admeld defining and owning a new category of ad optimization – called Real Time Bidding (RTB). As part of the communications strategy we conducted pre-briefings with key industry analysts and influential media on this new category of online advertising while also leveraging marquis client wins such as Pandora, AccuWeather, Huffington Post, and WWE to name a few.

As part of our overall strategy to define and own a category, our PR team worked with Admeld to create an groundbreaking event where Admeld would be able to dictate and own the RTB conversation and have this opportunity backed by quantifiable and qualitative research, clients, partners and other industry leaders.



Results

Admeld's transformation was palpable from the start. At once a distant third place contender, it systematically morphed into the dominant player in the yield optimization space, while sitting firmly in the drivers seat as Real-Time Bidding took off as a viable monetization engine for publishers.

As a result of a perfectly timed roll-out of product news, company news, thought leadership articles, research, speaking opportunities and consistent media coverage all hitting on a rolling basis—something we like to call *Rolling Thunder*. We achieved meaningful and highly targeted coverage across desired media channels with articles appearing in dozens of publications. Coverage highlights included *TechCrunch*, *Adweek*, *Wall Street Journal*, *New York Times*, *GigaOm*, *AdExchanger*, *eConsultancy*, *Advertising Age*, *DM News*, *DigiDay*, *MediaPost*, *Adotas*, and *ClickZ*, among many others.