

Case Study:

Legendary Danish Microphone Company Extends its Reach to America

Overview

With products in the studio, broadcast, theatre, video/film and sound reinforcement environments, DPA Microphones A/S (DPA) has been well-established as Denmark's leading manufacturer of high-quality condenser microphones and microphone solutions for professional applications since 1992, and draws on more than five decades of world-class microphone design experience from its predecessor, Brüel & Kjær. In late 2011, the company changed its corporate structure, with the introduction of Christian Poulsen as CEO and a plan to expand DPA's reach in the North American market. To accomplish this, the company increased its staff in the region and developed an integrated public relations and marketing plan that would raise awareness of the brand in its core markets throughout the U.S. and Canada.



Objective

D. Pagan Communications (DPC) was tasked with reintroducing the brand to its existing North American customer base and increasing awareness of its innovative microphones across all of its primary and vertical market sectors. While DPA had a strong existing reputation

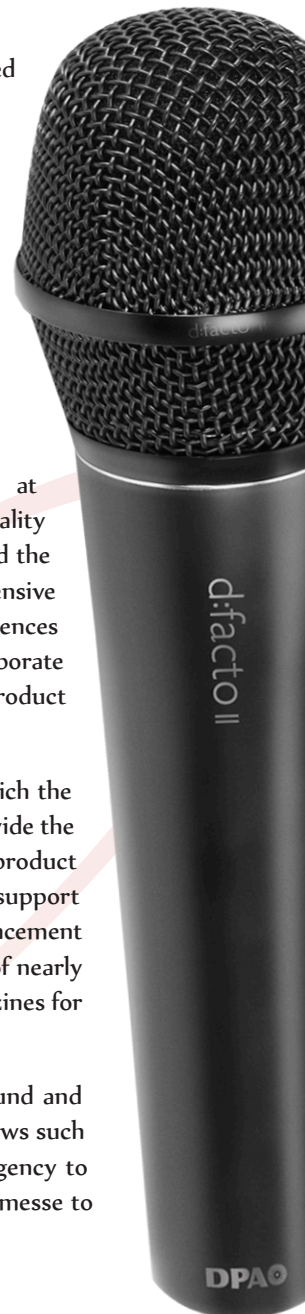
with jazz and classical music aficionados, theatres and houses of worship, the company was also looking to extend its reach to the broader U.S. and Canadian music, installation and broadcast industries.

Execution

DPC developed and executed a domestic public relations campaign aimed at educating the U.S. and Canadian marketplace about DPA's extensive, high-quality product offerings. Working with both the local DPA team, based in Colorado, and the marketing team at the company's Denmark headquarters, DPC led a comprehensive strategy to broaden DPA's scope in North America. This included press conferences at major tradeshows, face-to-face meetings between editors and Poulsen, corporate profiles, feature articles and press announcements about new customers and product launches, in addition to product rebranding.

The first point of action was a press conference at the 2012 NAMM Show, at which the company presented its new corporate structure and discussed its mission to provide the best possible microphones for live performance. This included a multi-tiered product launch for the d:fine™ Headset Microphone and d:facto™ Vocal Microphone. To support this event, DPC sent invitations to DPA's top target press and issued an announcement for the first issue of the show's daily newspaper. This resulted in an attendance of nearly 50 editors and dozens of customers, as well as requests from leading trade magazines for reviews of new and existing microphones for upcoming issues.

This first step led to further product announcements to the broadcast, live sound and installation markets, and one-on-one media appointments at additional trade shows such as NAB, InfoComm and AES. DPC also worked alongside DPA's international agency to arrange U.S. editor appointments at international shows such as IBC and Musikmesse to further gain exposure for the U.S. side of the business.



Case Study: (Continued)

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In addition, DPC's campaign targeted current and new end users. The early buzz about the company led to conversations with several high-profile customers who were already DPA enthusiasts. To garner additional exposure, DPC worked with these customers to craft press releases and feature articles for projects such as *National Geographic's Border Wars* television show and the Golden Gate Bridge's 75th Anniversary celebratory art project, as well as testimonials from Berklee College of Music and Point Loma Nazarene University. As DPA continued to gain attention in the domestic marketplace, customer stories became increasingly abundant, which allowed DPC to further increase the company's exposure. Since the campaign launch, DPC has helped to build DPA's customer story profiles to also include Paramore, TED Talks, Stanford University, Evergreen Community Church, Alicia Keys, NY Philharmonic, Monterey Jazz Festival, Hume Lake Christian Camps, Gloria Estefan and the film adaptation of *Jersey Boys*.

Along with DPA's plan for increased exposure in North America, the company also embarked on a complete rebranding campaign. To build further brand recognition in the marketplace, DPC worked to educate users and news outlets about DPA's rebranding initiatives. This included the introduction of several new products as well as upgrading its existing microphones and rebranding them with easily recognizable

names to match the new options. This included renaming its popular 4099 Instrument Mics as d:vote™ Instrument Mics. The company also reallocated existing mics into the newly introduced d:dicate™ Recording Microphone, d:screet™ Miniature Microphone and d:fine™ Headset Microphone product lines. New mics were also launched into these series during the campaign.

To further educate the North American markets about the broad range of DPA mics, DPC launched an aggressive targeted review campaign for existing products and new microphones. The firm coordinated the complete initiative, including the initial review outreach to product shipment. Placements include, but are not limited to, *Church Production, Front of House, Government Video, Live Sound International, MIX, Mobile Beat, POST, Professional Sound, Recording and Sound & Video Contractor*.

Results

Due in part to DPC's consistent efforts, DPA Microphones is now widely accepted as a top-tier microphone company in North America and provides significant competition to other available brands. The company was presented with a *Live Design Excellence Award* for the technology behind its d:fine Headset Microphone, a *Pro Sound Network Best in Show Award* at InfoComm for its Podium Microphones and several industry award nominations, including the *Pro Audio Review Excellence Award* and the prestigious TEC Award presented annually at the NAMM Show, for its d:facto™ Vocal Microphone. Since signing DPC as its agency of record, DPA Microphones has experienced a 730 percent increase in its total media coverage, which includes more than one dozen feature articles and over 25 product reviews.

