

Innovative PoliceOne Marketing Program Unveils Code 3's Revolutionary New TriCore® Emergency Lighting Technology to Law Enforcement

Background

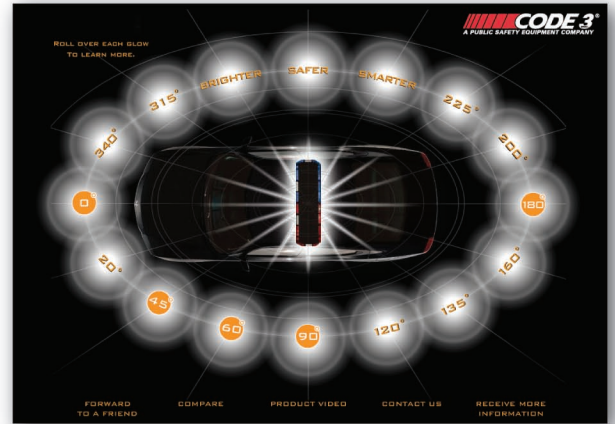
Code 3 has been manufacturing complete lines of lighting and sound-based warning products used by professionals in emergency response, utility, service fleet, and industrial settings for over 30 years. Code 3's goal is to become the preferred value leader for innovative emergency lighting and warning products.

Challenge

Code 3 approached PoliceOne two months prior to the 2008 IACP conference to help build awareness and anticipation for the launch of their new product, the Defender lightbar, which would serve as the first of many new Code 3 emergency lighting products featuring their new revolutionary TriCore® Technology. Code 3 needed to build significant interest within the industry leading up to the show to drive immediate sales and reinforce their presence as the most innovative and leading expert for emergency lighting solutions.

Code 3's objectives included the following:

- Generate buzz surrounding a new technology launch within the law enforcement community prior to the IACP conference
- Leverage viral marketing to collect information requests and lead generation submissions pre and post launch
- Create a platform for educating the market with a preliminary emphasis on the Defender lightbar
- Continue to brand Code 3 as the preferred leader for innovative emergency lighting and warning products
- Produce immediate return on investment and drive overall business



www.bebrightbesafe.com

Solution

Short Term: PoliceOne immediately launched a teaser splash page - www.bebrightbesafe.com - to drive requests for information and highlight exclusive coverage of the launch. PoliceOne delivered traffic to the splash page using several promotional tools:

- Light Bar/Emergency Lighting Product Category presence, featuring roadblocked banner ads
- Homepage Countdown Ticker, synchronized with scheduled time of the product launch at IACP
- Multiple pre-show eNewsletter insertions and eBlast Announcements sent to more than 150,000 officers
- Online product demonstration video and customer video testimonials debuted simultaneously with the physical launch
- Real time eBlast Announcement to over 2,500 pre-registered officers coordinated with launch

Long Term: Along with regular updates to PoliceOne Product Category Sponsorships, banner ads and eNewsletter insertions, the initial teaser splash page, www.bebrightbesafe.com, was transitioned into a fully functioning microsite immediately following the launch of the Defender. Today, that site features:

- Detailed new technology product information/specifications
- Comparative data with industry competitors
- Product Review and Live IACP Testimonial videos
- Lead generation forms and "forward to a friend" functionality

Results

Using the powerful promotional tools at its disposal, PoliceOne generated significant market buzz and awareness before the technology was even revealed. The Defender's live introduction at IACP was a complete success, with more than 150 live attendees present at the Code 3 booth and 2,500 online subscribers awaiting its debut. PoliceOne provided Code 3 with the tools to reach and inform their audience - even those officers who were unable to attend the IACP. As www.bebrightbesafe.com has evolved into a larger microsite, it has received consistent traffic growth and continues to deliver high quality sales leads daily.

CUSTOMER TESTIMONIAL

To fully maximize the impact of our new technology launch and leap ahead of our competition, we needed to move very quickly to get the word out to law enforcement. PoliceOne was the only media outlet that could meet our tight timeframe and deliver the level of exposure we needed. Not only did they exceed expectations in spreading the word, but the custom campaign microsite, www.bebrightbesafe.com, has continued to provide a steady stream of highly qualified leads and ROI long after the initial launch.

Kelly Kyriakos, Vice President of Sales
Code 3, Inc.