

## PoliceOne Marketing Program Drives Rapid Adoption of the TASER

*Provides non-traditional marketing platform for educating the Law Enforcement market*

### Background:

TASER International, Inc. develops, assembles and markets non-lethal weapons for use in law enforcement, corrections, private security and personal defense. It provides a solution to violent confrontation by developing products that minimize the risk of serious injury or death. TASER's conducted energy weapons use an electrical signal to override the central nervous system and control the skeletal muscles to physically debilitate a target. TASER has been a PoliceOne client since 2002, sponsoring product categories, columnists, editorial and community functions on the PoliceOne site as well as purchasing banner ads and newsletter insertions.



### Challenge:

TASER approached the Praetorian Group in 2001 to help drive the adoption of TASERs in the law enforcement market. Its needs extended beyond the traditional branding and product marketing provided by print and tradeshow advertising. TASER knew that successfully introducing a new less-lethal weapon to Law Enforcement would require building a compelling business case for the adoption of the TASER and quickly educating the market. TASER's objectives included the following:

- Build the business case for TASER use at departments nationwide
- Educate the market on the return of investment of adopting TASERs by disseminating case studies outlining the reduction of officer injuries and decreased liability for departments using TASERs
- Find a timely and cost-effective mechanism to disseminate TASER success stories and news about TASER implementations
- Combat negative media coverage in national and local news organizations
- Create a dialogue with police officers to address product development, training and implementation



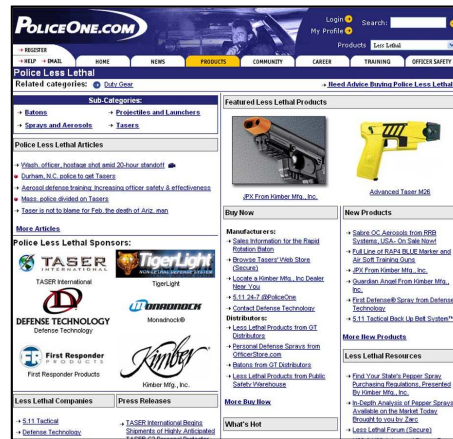
### Solution:

PoliceOne developed a comprehensive marketing program for TASER using the TASER and Less Lethal product categories as a foundation. The program married targeted promotion in the PoliceOne product categories and editorial sections with broad-based exposure through banner ads, and e-newsletter insertions. As part of this strategy, press releases, instructional and promotional videos, success stories, white papers, case studies and testimonials posted in the product categories were aggressively disseminated across the site. As TASER's marketing strategy and business needs have evolved,

PoliceOne has expanded the program to including a number of initiatives designed to develop TASER's thought leadership position in less-lethal technology and support of the law enforcement community:

- Sponsorship of a less lethal columnist addressing how best to evaluate and use less-lethal technology
- Promotion of the TASER Foundation for Families of Fallen Officers within the site as part of the Officer Down section of PoliceOne
- Development of an online 'TASER Forum' designed to open dialogue between police officers and the TASER team
- Leveraging PoliceOne's officer validation process to ensure that individuals are sworn officers before accessing the TASER online store

**Less Lethal Product Category:**



**Results:**

Exposure in the PoliceOne product categories, editorial sections, banner ads and e-newsletter insertions all worked to distribute a wide range of information supporting the use of less-lethal weapons and have effectively built the business case for TASER use for the law enforcement community. The broad-based use of PoliceOne as an education tool has helped drive TASER adoption to law enforcement and has provided a cost effective public relations tool to promote announcements ranging from technology advances to legal victories.

TASER's company growth has mirrored its success on PoliceOne. In 2002, less than 1,400 law enforcement agencies had deployed the TASER. By 2007, more than 50% of major law enforcement departments and approximately 9,500 agencies had adopted the use of TASERs. Additionally, TASER's stock price has risen from \$0.34 in December of 2002 to upwards of \$15.00 in recent months, including three stock splits.

**Customer Testimonial:**

*"Since 2002, PoliceOne has proven itself as a valuable partner for effective and consistent communication to their more than 115,000 verified law enforcement members who represent the law enforcement community in thousands of departments worldwide. More importantly, PoliceOne has been exceptional in adapting and tailoring to the unique communication and marketing needs of TASER International."*

**- Steve Tuttle, VP of Communications, TASER International, Inc**

To date, sponsorship of PoliceOne's less-lethal product categories and topics, editorials, e-newsletters and columnists has generated 17.4 million impressions and resulted in 270,000 visitors to TASER.com. In December of 2002, PoliceOne generated 978 visits to Taser.com, with 451 of these visits originating from the product categories. In August of 2007, this number had increased to 10,088 visitors with a 4,219 clicks from product categories. TASER's average monthly traffic on PoliceOne is now 10,830 visitors, or 129,966 per year. The TASER-sponsored columns generate a monthly average of 7,753 impressions, or 93,036 per year.