

MILAN: BUILDING A BRAND

CAMPAIGN HIGHLIGHTS

- **30+ unique press stories, video interviews, and blogs** in top AV industry publications read and followed by key audiences at time of Milan launch
- **Over 11k organic Twitter impressions and 3,400 LinkedIn impressions** and social promotion from AV industry influencers in a matter of hours at launch
- **Gained AV industry momentum and excitement**, initiated conversations with manufacturers, and educated the market on AVB's upward swing and technological developments

“All of [the news at InfoComm] was overshadowed by surprise announcements on AV Networking...” - Pro AVL Central

THE CLIENT

Industry-leading manufacturers and members of **Avnu Alliance** were ready to bring a new open protocol for AV networking to the professional AV (pro AV) market.

Avnu Alliance is a community creating an interoperable ecosystem of low-latency, time-synchronized, highly reliable networked devices, using open standards across various industry verticals, including professional AV, automotive, industrial control, and consumer technology. The foundational technology enables deterministic synchronized networking based on IEEE Audio Video Bridging (AVB) / Time Sensitive Networking (TSN) base standards, and Avnu creates comprehensive certification tests and programs to ensure interoperability of networked devices.

Avnu Alliance's pro AV segment includes top manufacturers in the space, like Biamp, L-Acoustics, d&b audiotechnik, Meyer Sound, AudioScience, Avid and Luminex, who also made up the working group that first brought this new network protocol idea to Caster.

MILAN™

THE PROBLEM

The pro AV segment within Avnu Alliance and the AVB open standard for use in professional media had suffered from confusion and misconceptions in the pro AV industry. The market questioned Avnu's role, the capabilities of AVB, and how slow it was taking to reach adoption. The members of the Milan working group wanted to create a new protocol that would provide true network interoperability and an option for certification that made AVB accessible and valuable to AV manufacturers of every size and scale.

AVNation, a leading voice in the pro AV industry said of Milan, "by having a standard that any manufacturer of any industry can adopt that doesn't require a proprietary chipset, and then adding the application software to control any devices connected to that system, AVB/TSN is capable of... becoming the central platform for interoperability."

Challenges included battling previous misconceptions—both external and internal within Avnu Alliance—that had caused confusion around the capabilities of the network technology AVB and its limitations, as well as fear of damage to the Avnu Alliance and AVB reputation in the industry.

The working group's hope was that by introducing the new standard and accompanying certification, AVB would see renewed hope and interest from media, manufacturers, and integrators. They also hoped to create new interest in Avnu Alliance and, ultimately, gain new members for the group.

The group wanted to present a fully-realized solution with a built-out brand story, image, and plan that they could use to launch the introduction of the Milan standard, both externally and internally within Avnu Alliance, but they were starting completely from scratch with little more than the

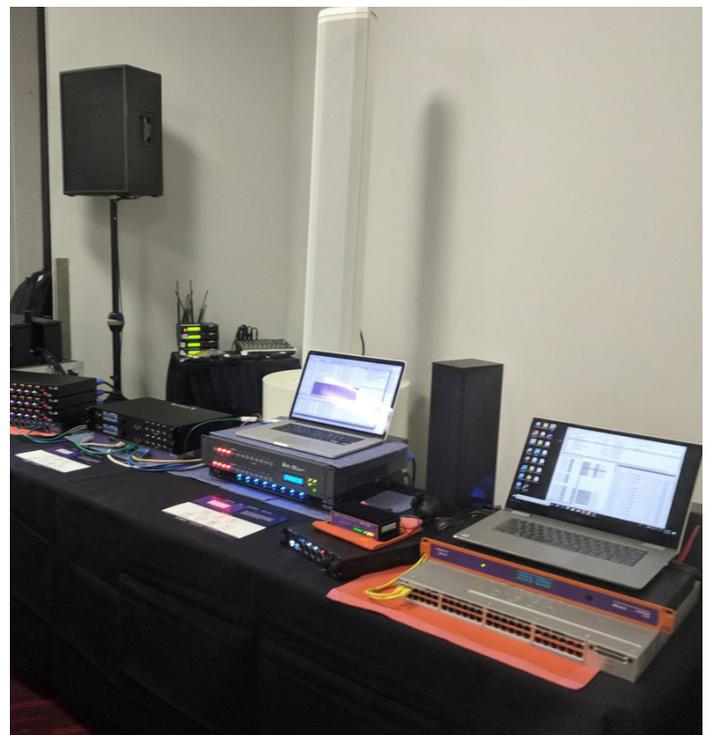
ideas for the technology, its capabilities, and what their end goal was.

THE SOLUTION

Working closely with members, Caster helped develop a brand story, identity, and image with messaging, marketing, and a PR plan, including event management and marketing to announce the standard as Milan at the industry tradeshow, InfoComm. Tactics included a preliminary SWOT analysis identifying key strengths, weaknesses, opportunities, and threats associated with Avnu Alliance, in addition to the new protocol initiative to better implement a successful brand strategy.

This included organization and project management of the entire working group: identifying key project milestones; tracking action items across numerous members and companies; leading management calls; working closely with members of the group to ensure that the deliverables and key initiatives were met to increase the likelihood of success for the launch.

Milan was developed in conjunction with the Avnu working group members and unveiled via a two-tier approach for media coverage and news distribution for the InfoComm 2018 tradeshow. The two-tier approach included: pre-brief interviews with key media ahead of the show; wire and key industry media target distribution for show timing; two presentation-, demo-, and networking-events for press, partners, prospective manufacturers, and industry influencers, held on-site at the show.



The goal of Milan was to develop a brand that made a complete solution out of an open standard, to be easily understood and digestible to media and manufacturers, to be accessible and interesting enough to warrant continued support for announcements to come, and to drive market adoption.

An internal communications plan for the entire Avnu Alliance was also developed to ensure understanding and advocacy of the Milan initiative across other industry segment groups, such as automotive and industrial, as well as the Avnu Board of Directors.

RESULTS

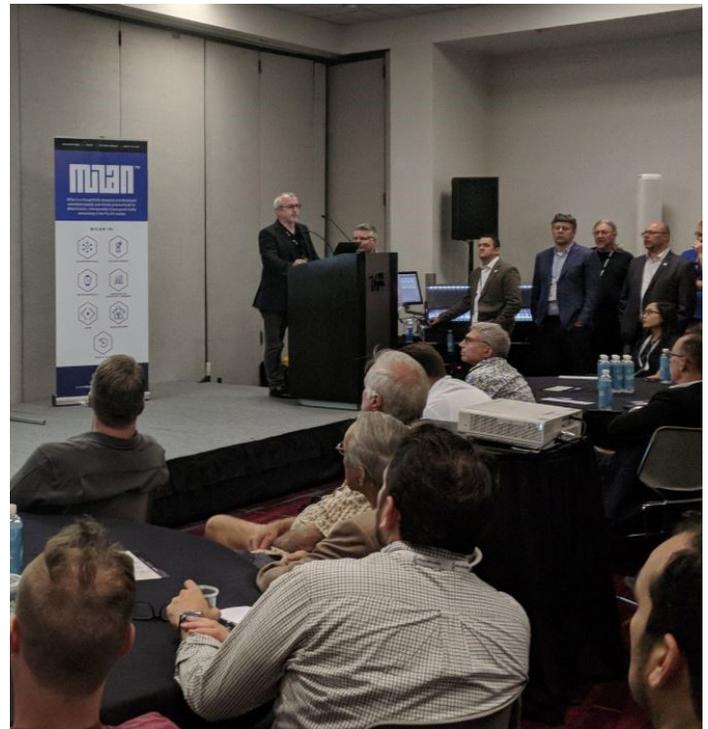
Media sentiment was positive. Networking-events at the show were well-attended and received, and momentum was given to the effort, offering new opportunities to receive continued funding and support of the initiative.

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Over an 18-month period, Caster worked closely with Avnu Alliance's pro AV working group members to develop the look, feel, and story behind their new AVB-based network protocol brand to drive overall adoption, gain interest and momentum from the professional media market, increase membership leads, and create a new sub-group of Avnu Alliance to refresh the segment and offer new opportunities to Alliance members.

Dan Daley for Sports Video Group called out the importance of networked audio and the need for certification in an article he wrote supporting the news, saying Milan “renews audio-networking protocol’s (AVB) market approach.”

The Milan initiative received an overwhelming amount of positive responses, with a lot of press saying it was the biggest news at InfoComm--a show of 1,000 exhibitors and 43,000 attendees. Avnu received several new member-inquires from prospective manufacturers and had two companies sign up for membership in support of Milan at the launch.



Standing room only at one (of two) of the InfoComm 2018 Milan presentations and networking events