



Client:

H&M System Software GmbH (Roedermark, Germany)

PR Team:

BSK (Germany)

Campaign:

Product launch of StudioLine Photo and StudioLine Web, national and international.

Timescale:

April 2003 – ongoing

Budget:

Undisclosed

The Company

This company, headed by the owner, originally developed and marketed software for mainframe computers. The owner, a passionate racing car enthusiast, wanted to publish a part of his photo collection of many thousands of photos as a web gallery. But the software available on the market for web design and photo management did not meet his requirements for security or usability.

Without further ado, he instructed his development team to programme software for website design with an integrated photo management function. Although this was initially intended for private usage, a decision was later made to also market this software.

The programme was split up into two modules: photo management software and a WYSIWYG web editor with integrated photo management. The product development and marketing has since then continued to be professionally promoted and the product range has been further diversified. In addition to the freeware version already available, a professional version is now also being planned.

Starting Point

When BSK took over the PR work, Version 1 of the software StudioLine Photo and StudioLine Web had just become available. The product and the company were completely unknown in the Digital Imaging sector.

Activities

BSK set up an on-line Press Centre with press information, product photos and screenshots, as well as lists of functions, initiated regular product tests, informed the press about the numerous updates and boosted personal contacts through press tours. In addition, StudioLine was given to various printed and on-line publications for sweepstake campaigns. International PR campaigns were initiated in cooperation with local branch offices abroad, which led to a four-month basic PR programme in France. In Great Britain, a review program was initiated in addition to the regular publication.

Results

Three years and several versions later, StudioLine is represented in Germany in almost all relevant product tests and on many magazine CDs as a demo or freeware version, the sales figures have increased significantly and the PR work has extended internationally even beyond the branch offices in the USA and in France . Many international clippings are evidence that StudioLine is perceived as a relevant factor in the market.

Lastly, BSK initiated an international covermount campaign, designed on a grand scale, in Europe, India and Australia in summer 2005, which was carried out very successfully by the international agency partners of the Plexus network and associated agencies. The goal of this campaign was to convince IT and photo magazines to integrate the 30-day demo version and the free version of the software StudioLine Photo on their regularly enclosed CDs. StudioLine Photo appeared on a total of 18 magazine CDs during the period of the campaign.

A campaign to launch a new version of StudioLine Photo started in January 2006.