



Client:

Curious Labs

PR Team:

Stewart-Muir Communications (UK) and Graham & Associates (US)

Campaign:

Launch of Poser and Curious Labs

Budget:

Monthly retainer

Founded in April 2000, Curious Labs was established to continue the development and publishing of 3D character animation tool, Poser when the software was acquired from MetaCreations by German company egi.sys AG. Curious Labs Inc. is a wholly owned subsidiary of egi.sys and employs a number of core ex-MetaCreations staff.

Objectives:

Curious Labs approached Plexus with a brief to promote the new parentage of Poser and build gravitas for the Curious Labs brand in the UK and US. Curious Labs was also keen to broaden the appeal of Poser in both countries, targeting the prosumer and web design markets in particular.

Strategy and Plan:

To build the brand and enhance the credibility of Curious Labs, Stewart-Muir Communications (S-MC) and Graham & Associates (G&A) leveraged President Steve Cooper's excellent reputation in the 3D industry, and implemented a profiling campaign.

To complement the corporate PR campaign, S-MC and G&A launched an aggressive product review programme, targeting not only the creative press where Poser was already known, but key Internet publications and more lifestyle-led titles.

In the UK, S-MC initiated a covermount programme. Tutorials, as well as tips and tricks articles, were also placed to tie in with the cover CDs, intended to help readers take full advantage of the covermounted software.

G&A in the US developed user stories, provided trade show support and developed a speaker programme. G&A also planned an extensive bi-coastal media and analyst tour.

Measurement and Evaluation:

In addition to a steady flow of news stories and regular inclusion in relevant features in the UK, a series of profiling pieces was secured in top tier creative and Internet titles such as *3D World*, and the former *CGI* and *Content Creation Europe*, allowing Cooper to share his views on the future of the company and the 3D industry as a whole. The real PR coup, however, was a double page dedicated feature on

Curious Labs and web animation published in the technology supplement of leading national newspaper *The Sunday Times*.

Exceptional coverage was achieved as a result of the UK reviews and covermount programme. Positive reviews appeared in no fewer than 12 publications, with Curious Labs picking up a number of best buy awards from magazines ranging from *.Net* and *PC Home* through to *Computer Arts* and *Digit*.

The US PR programme was equally successful. G&A secured over 20 product reviews in key design publications such as *MacWold*, *Computer Graphics World*, *Presentations Magazine*, *AV Video Developer*, and *Web Techniques*. Several feature articles on Curious Labs, including its partnerships with Adobe and Viewpoint, appeared in key design, technology and Internet press, such as *NewMedia*, *Digital Producer*, *PC World*, amongst others.

US user stories positioned Poser exceptionally well. Successful stories of artists using Poser appeared in publications such as *3D Artist* and *3D World*. Months of work with the *New York Times* tech writer, culminated in a winning cover story profiling Poser.

The US media and analyst tour was well received by the media. To accommodate the level of interest, G&A had to add extra days to the tour.

Results:

The launch campaign was a huge success, helping put Curious Labs and Poser firmly on the map. In addition to, and as a direct result of, a steady stream of high quality press coverage, Poser is now automatically recognised as a Curious Labs product.

“I must say, your team have been pretty damn remarkable, and I want them on our team again.”

Steve Cooper, President, Curious Labs