

Asia-Pacific Connections / Kaspersky Lab Case Study – “All Things Russian” Consumer Media and Blogger Launch in Singapore

Challenge

Kaspersky Lab (KL) wanted to increase marketshare with Singapore (SG) consumers. When launching its 2010 security-software series, KL sought to engage the SG consumer media and bloggers with influence over individuals using internet and mobile devices in need of security. The mission was to foster interest and drive participation to a creative event, whereby the target audience could experience the brand as first-class, yet fun and innovative. KL engaged APC to deliver the event within 4 weeks.

Strategy and Action

To differentiate the Russian developer, APC conceptualised the theme “All Things Russian” for a memorable evening enacted with: a unique direct-mail invite (a Russian-nested doll with a scroll invite inside); a wintery-white, ice-cold venue; fleece-jacket gifts; Russian-vodka drinks; and Russian flags/mementos. The event combined networking and a presentation from KL management – enabling KL to educate the media and bloggers, whilst fostering relationships in a distinctive environment.

Results

The event's success was measured by the unprecedented attendance and the media/bloggging coverage before, during and after the event. 21 consumer media and bloggers attended and 37 media outlets generated coverage of the event, as well as news about KL and its new software solutions. Real-time tweeting and blogging created a buzz about the brand and added excitement to the evening. As this was KL's first engagement with SG's consumer media, the results far exceeded client expectations.

