

Case Study - Initiatives & Impact of PR on Orizin Technologies

Overview

Orizin Technologies, an India-based startup of 2005, is a player in the RFID domain. The company designs and manufactures all RFID devices like readers, antennas, security gates and portable RFID equipment and provide integrated RFID solutions like retail management, assets tracking, supply chain management, jewellery tracking, vehicle tracking and other turnkey solutions to customers in Libraries, Retail, Healthcare, Manufacturing and IT.

Orizin's unique proposition is that they design and manufacture all RFID products in-house as per the Indian conditions unlike other companies who import products from abroad. This gives them an advantage over others in terms of better customer service and flexibility to customize hardware as required by the client

In March 2007, Pragma Communication created a media outreach program, targeting both print and online media, to increase awareness of Orizin's brand as well as its products and services. Prior to March 2007, Orizin Technologies had not indulged in a brand building exercise or public relations in a strategic manner. With Pragma, it was their first venture towards creating a brand image and awareness.

Objective

The objective was to position Orizin as a leader and innovator, in the fast evolving RFID space in India, while players like Wipro and Symbol already holding ground in terms of time advantage. This positioning would help Orizin to establish itself as a preferred provider of RFID solutions in India. Establishing Orizin as a leader in RFID domain involved creation of right mindshare amongst Orizin's target audience in various industry verticals where Orizin has product offerings, viz-a-viz Jewellery retail and manufacturing, Apparel retail, Healthcare etc. Media coverage on these lines would in turn help Orizin attract and retain skilled talent pool within the organization as well.

Strategy

In order to generate and maintain favorable global media coverage for Orizin, Pragma planned to cultivate relationship with key trade publications and business media in Indian markets. Also, to target key online publications for a worldwide footprint and brand Orizin through a strategic mix of media related activities, on an ongoing basis.

Pragma created a plan of activities for Orizin for the quarter to come, to raise Orizin's profile, using the instruments listed below:

- Pragma analyzed the online RFID portals/magazines for traffic and readership rankings and identified "RFID Journal", published out of US, as a target media.
- A one-to-one interview with key business daily as an exclusive, announcing the launch of Orizin's RFID product "Jtrack", targeting the jewellery manufacturing industry.

- ◆ A one-to-one interview with “The Art of Jewellery”, identified as the leading Indian publication in the Jewellery trade. Targeted the May 2007 issue, since that was to be the premium international issue.
- ◆ A press-release announcing the launch of “Jtrack”, a product targeting Jewellery manufacturing vertical.
- ◆ A press-release announcing the successful implementation of an RFID solution in a boutique based out of Bangalore.

Results

Media Coverage

The PR strategy executed bang on target. Orizin’s success in retail segment appeared as an article in “RFID Journal”, which attracted a business lead for Orizin from one of the big retail chains operating in Indian market. The press releases attracted coverage in print medium, in key Indian dailies (Business and General) like Times of India, Deccan Herald, The Financial Express, The Indian Express, Vijay Times (re-christened Bangalore Mirror) and The Hindu Business Line. Online coverage spanned across CIOL, OneIndia, NetIndia123, WebIndia123, RFID Magazine, RFID World, Karnataka.com, BangaloreLive.in, rediff.com, RFID News, fibre2fashion, DQChannels, MacroWorld Investor, MySpace etc. “The Art of Jewellery” carried a half-page Q&A with Prashant Agarwal, CEO Orizin, covering Orizin and Jtrack product.

Business Results

Pragma’s aggressive outreach and education garnered media coverage in numerous, well-positioned vertical outlets, including the “RFID Journal”, the “Art of Jewellery” and the “Hindu Business Line”. This initial flurry of coverage established credibility for Orizin, which led to coverages in national print and online outlets.

The heightened visibility, which stressed the company’s focus on RFID technology in retail and manufacturing segments, produced multiple business leads for Orizin Technologies, as it moved to secure additional funding and establish customer relationships.

Testimonial from Orizin Technologies

“We are glad to be associated with Pragma Communication. We found Pragma a very aggressive and creative PR company that proactively takes interest in creating the best value for the client. Indeed Pragma has been one stop solution for all our PR needs” - Prashant Agrawal, CEO, Orizin Technologies.