



**Client:** Leica Geosystems

**Campaign:** A Smarter Way to View the World

**Agency:** The Think Tank

**Objective:** To launch the innovative Leica Cyclone software in an engaging, informative, concise way, raising awareness of the brand and product amongst targeted audiences and sectors across relevant channels.

**Strategy:** Using in-depth research, deliver a campaign to capture the audience's attention and imagination both before and after a dramatic live launch event, combining eye-catching visuals, inviting messaging and compelling content to generate awareness, interest, and leads.

**Campaign:** Integrated campaign combining strategy, media neutral idea and messaging, teaser campaign, programmatic advertising, live event, trade media, direct marketing, content promotion, video, social media and PR.

**Results:** 17,540 unique visitors clicked through to the teaser microsite, while highly-targeted integrated campaign in the launch phase reached 4.5 million people resulting in 18,969 landing page sessions, 105,737 mouse-overs, 10,120 video views, 227,372 social impressions – all in just four weeks.

