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“BEST PRODUCT LAUNCH” AND “BEST INTEGRATED CAMPAIGN” AWARDS GO TO UNIVERSAL FOR NEW EVERLINE® LED PRODUCT LINE

NASHVILLE, Tenn. (August 29, 2013) – Universal Lighting Technologies is proud to take home the 2013 Best of the Best Awards for “Best Product Launch” and “Best Integrated Campaign” for its new EVERLINE® family of LED modules and drivers. Hosted each year by *tED* magazine, the national competition recognizes North America’s top marketing and communications efforts in the lighting industry, ranging from advertising and product literature to web development and social media, among others.

With the launch of EVERLINE LED, Universal Lighting Technologies prioritized internal audiences as highly as external and emphasized research and training as heavily as advertising, promotional materials, and traditional marketing. As a first step, Universal assembled an experienced NPI (new product introduction) team to research target audiences, competitor behavior, consumer attitudes, regional differences, and the most effective communications paths to all audiences.

“Too often, internal audiences are neglected in the rush to generate immediate sales rather than create a true, long-term foundation for a new product line,” said Susan Phillips, marketing director for Universal. “But with the importance of LED technology to the future of the lighting industry as a whole, we recognized that this product launch more than any other required complete buy-in and in-depth understanding from the entire Universal staff—not just sales personnel but also product managers in every area, customer service staff, the export department, everyone.”

To that end, the NPI team developed and executed a customizable multi-touch digital training program with live and recorded webinars, videos, multilayered online quizzes, mobile communications, and even rapid-response text messages. Then there were hands-on demos, interactive training sessions, and one-on-one classes. Every tactic included a measurement component to gauge and adjust effectiveness. In addition, the company also conducted benchmark studies at the beginning and end of the six-month internal rollout to evaluate the staff’s progress. The average score on the benchmark test jumped an astounding 35 points to 87 percent over the training period.

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Externally, the NPI team identified lighting designers, commercial building owners, facility managers, and OEMs as the primary initial audiences for EVERLINE LED. Then they devised a strategy that brought together digital and traditional marketing, rolling out the EVERLINE LED modules and drivers by application over a four-month period.

Focusing on energy savings (and the associated ROI), the NPI team created unique messaging for four distinct LED uses: track and down lighting, outdoor high watt applications, sign applications, and linear modules and drivers. Separate brochures and press releases were developed for each of these four applications and then launched one month apart, from August to November 2012. The NPI team also developed a four-month-long global email marketing campaign to cost-effectively reach the entire western hemisphere with each of these four application messages. Social media—including Facebook, Twitter, and LinkedIn—also integrated Universal’s month-by-month LED messaging and provided an international reach.

Universal also dedicated its 4th quarter 2012 newsletter to EVERLINE LED, created a special promotion for targeted distributor locations (resulting in a double-digit sales boost), distributed engineering samples to key customers, and conducted live and web training sessions with customers throughout the U.S. and Canada. With all of the monthly elements tying together in theme and message, Universal created a sustained, integrated product launch campaign with multiple touch-points for each audience, including the industry media, lighting professionals and OEMs, and end users, alongside all internal stakeholders.

To learn more about EVERLINE LED products or Universal Lighting Technologies, please visit www.unvlt.com or call 1-800-BALLAST.

Universal Lighting Technologies, Inc., produces some of the world’s most advanced linear fluorescent, compact fluorescent, HID, eHID, and LED solutions for commercial lighting applications, as well as the most cost-effective energy management systems in the lighting industry today. A global leader in research and development since 1947, Universal Lighting Technologies joined the Panasonic family of companies as a wholly owned subsidiary of Panasonic Corporation Eco Solutions Company in 2007. Today, the company manufactures and distributes products under the Universal®, EVERLINE®, Triad®, Panasonic, Vossloh-Schwabe, DCL®, DEMANDflex™, and Signa® brand names.

Universal Lighting Technologies — Energy Intelligence in Lighting.