

Launch of Factorised Power Technology

Client: Vicor

Objective: Launch Vicor's new approach to power supply design, promoting factorised power architecture (FPA) as the technology of the future and lay the foundation for product announcements.

Activities: Napier created an integrated marketing campaign using PR, direct marketing and advertising to launch the new technology. The PR campaign of editorial interviews and briefings, contributed article placements and press releases focused on influential editors, helping them become evangelists for FPA, complementing the advertising campaign.

Results: Despite the technology being in development, FPA was identified by many editors as the likely future of power supply design. Several major beta customers were also identified through this campaign.