



## OUTSHINING THE COMPETITION

### COMPANY

Founded in 1969 and based in Sunnyvale, California, AMD (NYSE: AMD) is a global supplier of integrated circuits for the personal and networked computer and communications markets with manufacturing facilities in the United States, Europe, Japan, and Asia. AMD, a Standard & Poor's 500 company, produces microprocessors, Flash memory devices, and silicon-based solutions for communications and networking applications.

### CHALLENGE

AMD wanted to upstage Intel by making a worldwide announcement at the Microprocessor Forum, supported with a new branding campaign proliferated as give-aways, invitations, pre-show direct mail, custom-etched wine bottles, signage, posters, monogrammed polo shirts – the works. All on a six-week schedule.

### STRATEGY

Announcing microprocessors – the core of every PC – is a high-stakes game with literally billions of dollars on the line. AMD was frustrated by Intel's publicity, as Intel always seemed to take center stage with the announcement of each new

generation of Pentium microprocessors. Origin Communications made a strategic recommendation to AMD more than a year ahead of the announcement of its next-generation K-86 (K5) microprocessor. That recommendation was to launch their 64-bit superscalar technology in a strategic PR blitz, laying the foundation for the K-86 and Athlon processors that became the first to challenge Intel's Pentium.

### RESULTS

Origin delivered, from original branding and messaging to stunning imagery, and AMD was the buzz at the Microprocessor Forum. The campaign, "Unleash the Future", went even further, making its way around the world from South America to Europe and the Far East, outshining Intel everywhere it appeared. The landscape was permanently changed – forever more there would be two known leaders in microprocessors – Intel and AMD. As a result of our performance, AMD selected Origin Communications from over 40 agencies to represent its flagship microprocessor line.

