



ONLINE FLASH AD



"I have NEVER seen such a high click-through percentage for ANY of my clients – says a great deal for your creative and our users' interest in their products."

– Lisa Zurick, Semiconductor International

SMALL COMPANY, BIG RESULTS

COMPANY

IC Interconnect (ICI) is the Colorado Springs-based division of the Eagle Electronics group that offers wafer bumping services to the semiconductor industry. In addition, ICI provides electroless nickel and immersion gold plating and pad resurfacing for semiconductor devices.

CHALLENGE

IC Interconnect had never delved into the realm of public relations or advertising on an on-going basis. Always fitting a very specific niche market, ICI felt that it was time to broaden its reach. IC Interconnect's main challenge was figuring out who its target audience was, how to communicate with that audience and how to increase awareness and sales.

STRATEGIES

For the public relations portion of the campaign, a number of press releases were sent out to key publications, each with its own web landing page. The landing page allowed ICI to track its potential customers, as well as gather voluntary information from these prospects. Additionally, Origin secured several contributed articles in publications such as Advanced Packaging and GreenSupplyLine.com. These articles helped secure ICI's

position as a legitimate and knowledgeable source. Origin also managed upcoming tradeshow and conference opportunities.

Advertising also became an important part of the integrated campaign. Origin helped ICI set up a pay-per-click Google AdWords account, placing the company head to head with several of its competitors. In addition, several types of online ads were placed in key publications such as Chip Scale Review, Semiconductor International and Advanced Packaging.

RESULTS

After several months of the campaign, results are clearly visible. ICI's lead-free press release was picked up on over 20 websites, acquiring almost 50 hits on the lead-free landing page. Similar results were recorded for subsequent releases.

Ads were also successful. Google AdWords resulted in hundreds of click-thrus. The Advanced Packaging ad generated just under 90 click-thrus in one month. ICI's flash ad on Semiconductor International received a click-thru rate of 2.56%, when the publication's average click-thru rate ranged between .14 and .78%.

