

Cupron, Inc. - The ITS Case Study

Background

Cupron, Inc. integrates patented copper-compound technology in a range of safety and beauty products. Cupron's innovations protect against microbes that come into contact with fibers and fabrics, promoting enhanced quality of life. As a young company, Cupron needs to establish its brand and product lines in mainstream consumer markets.

Challenge

Due to strict US EPA regulations, Cupron has to be precise with the terminology it uses to promote its products. Because Cupron was interested in a limited marketing initiative, it was crucial to introduce its brand in a manner that generated interest in both journalists and consumers. The ITS marketing campaign needed to create a buzz about Cupron's unique product offerings within the limitations of both a tight budget and narrow range of language and messaging options.

Solution

To generate the broadest possible awareness in a cost-effective manner, a series of press releases were distributed exclusively online. (The number of people searching news online has grown dramatically: Yahoo! News has a unique audience of 24.9 million people per month.)

As more than 80 percent of reporters surf search engines looking for news to write about, the ITS marketing team decided that the uniqueness of Cupron's products had the potential to catch their attention. And since Cupron's product line is available on its website, online releases targeted health-conscious internet users and channeled them to Cupron's website, to its sales page.

Results

In the first five weeks after appearing online, Cupron's initial press release was viewed 150,614 times and was picked up by 1099 media outlets. Four print newspapers published articles about Cupron's products after seeing the release. Overall sales on Cupron's website were up more than 225% in the four week period following the release's appearance online. And sales for the product mentioned in the press release shot up by 480%.

Cupron's second press release out-performed the first week of the initial release by over 65%.

"ITS rocks. They are professional and they get results. Our campaign with them succeeded immensely- worth every penny".

- Avrum Aaron of Cupron Inc.

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