



# Case Study

## Emerging Technologies: Robotics & Artificial Intelligence



IGM Creative Group

Advertising | Marketing Strategy | Web Development

## Client overview


Sharp INTELLOS A-UGV is a robotics security system that is a cost-effective, multi-terrain, mobile sensor platform that can capture video, audio and environmental data while providing a visible deterrent for large company surveillance.

The product serves as a solution that helps to mitigate security risks while offering a compelling advancement over traditional security operations through its proactive outdoor security patrol capabilities.



While the Robot was still in prototype, Sharp's sales and marketing teams tasked us with developing an infrastructure that could support and build enough interest to meet the quota for sales within a minimal time frame.





the **action** or activity of gathering information about our target audience, needs and preferences.

## Business Challenge

Bring a “first of its kind” product to market in an emerging technology field, while developing a brand and all the necessary tools to support the product launch.

## CASE STUDY

# “Value delivered with innovative solutions”

IGM Creative Group led the process of designing and shaping the infrastructure to support the Sharp INTELLOS A-UGV's branding and product launch with the aid of their company's product management, marketing and training strategists.





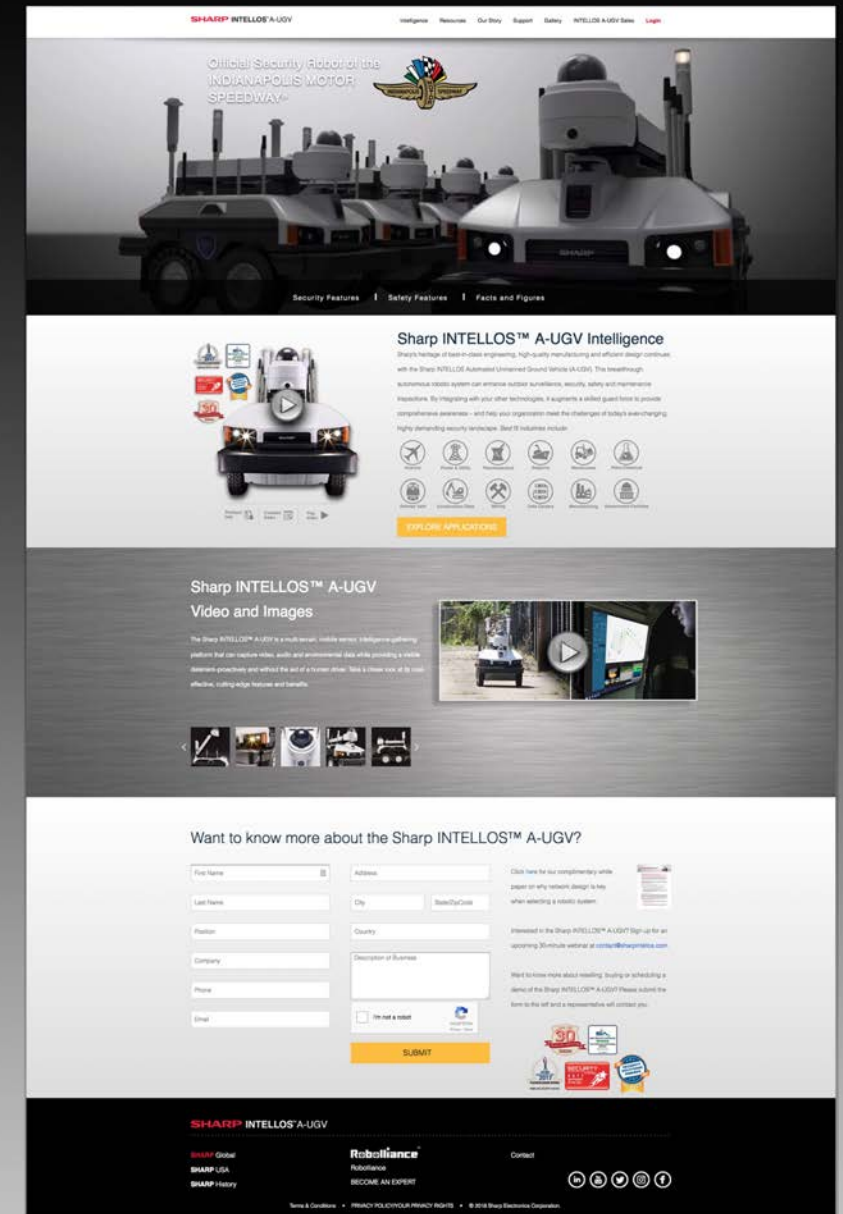


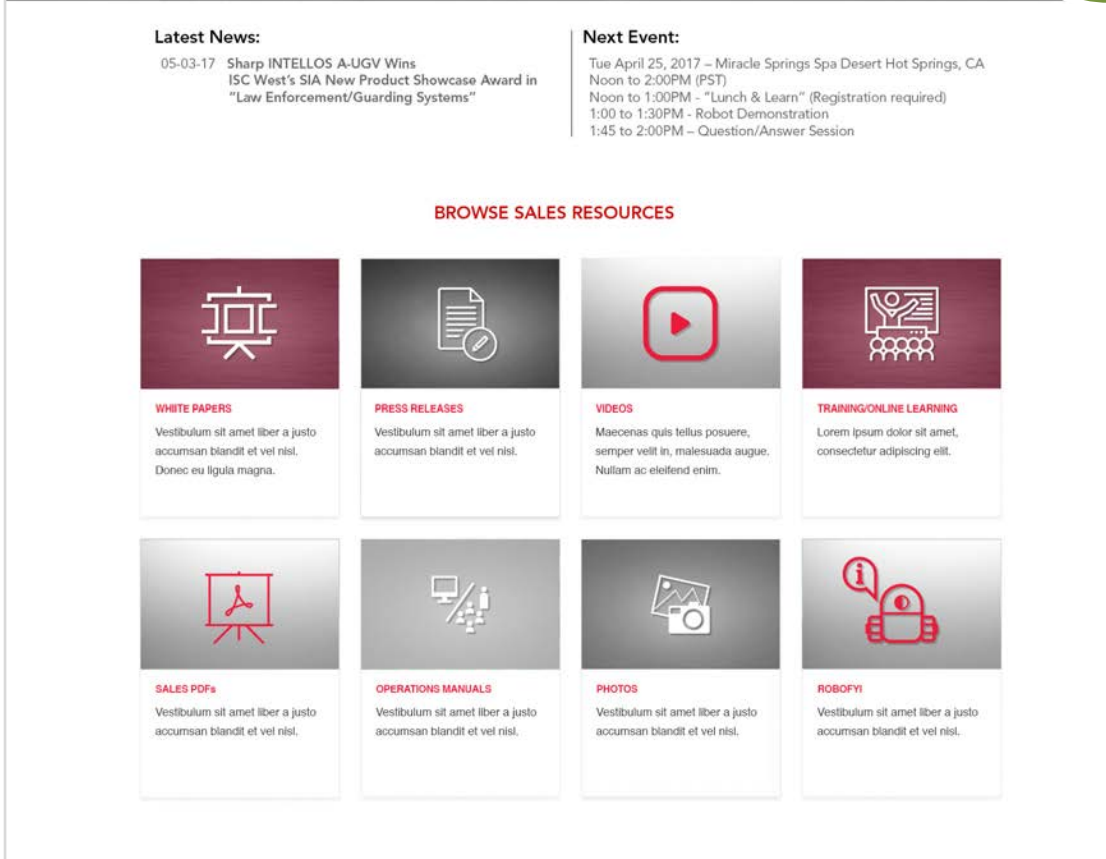
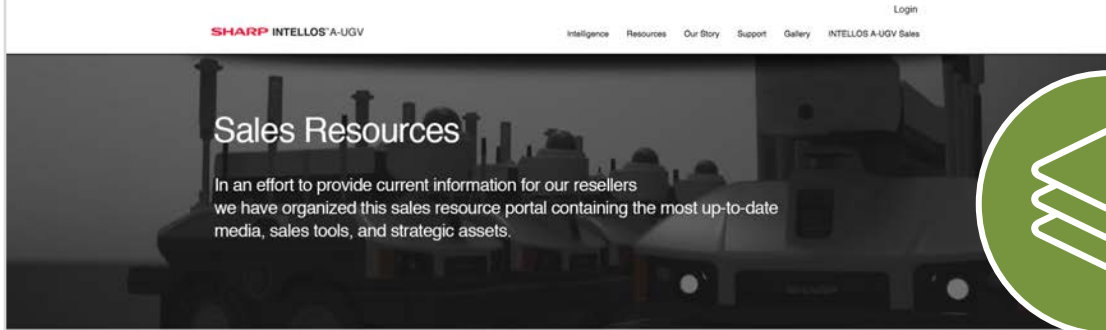
# The Heart of our strategy

Like most new products to market, we start with a website. IGM Creative Group has found, through a series of client and potential market-user interviews combined with in-depth study of the target industry, we can create a visual palate for the web that sets a precedence for market messaging. In this use case, we were also developing a user portal with an information repository to support their reseller market.

## Goals & Objectives

- ✓ Keep the look and feel modern to today's design.
- ✓ Collect a library of assets that are vast enough to keep the representation of the product diverse.
- ✓ Support the product with growth by developing sections for growth within sales division.
- ✓ Populate most sections with Calls to Action.
- ✓ Mix video and social media with strict brand guidelines.
- ✓ Optimize SEO resulting in followership growth.





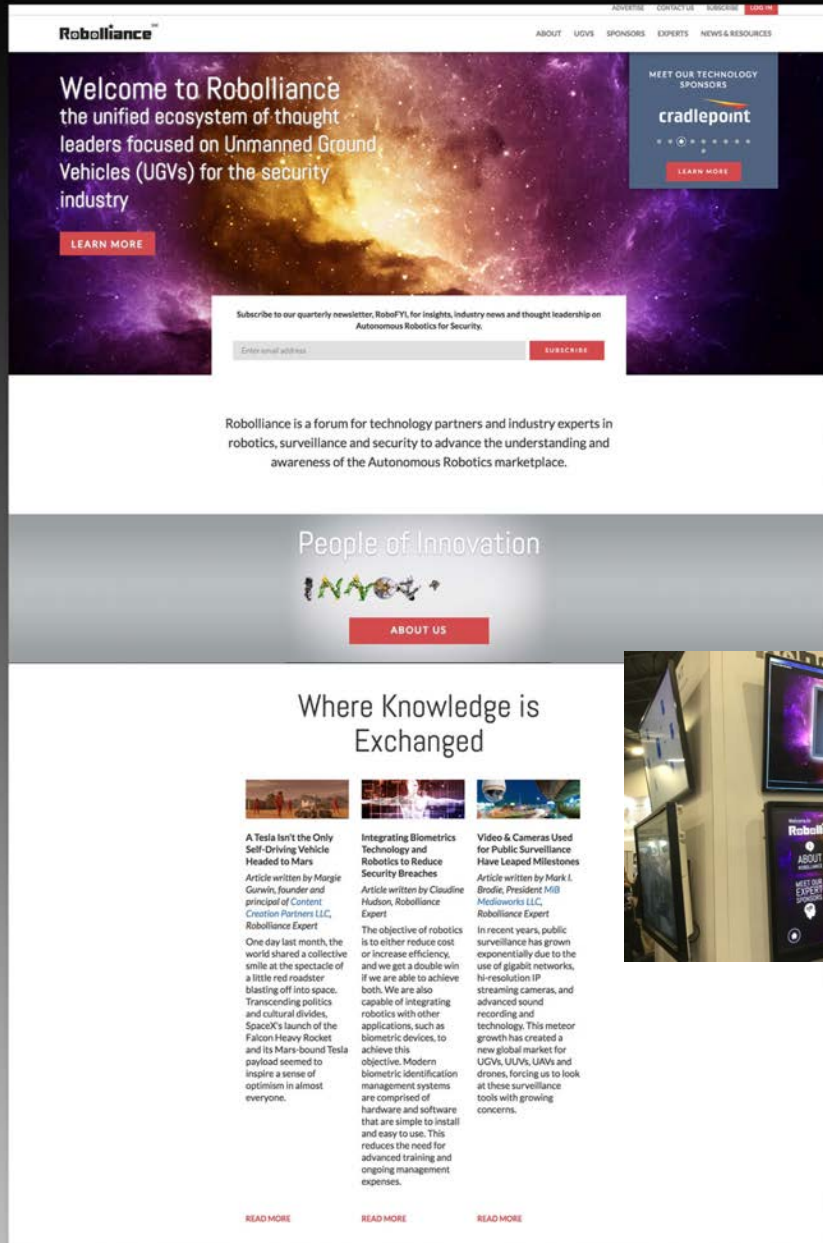
## Value delivered with innovative ideas

Working in conjunction with their executive team, we led the build of their new product's website UI/UX look and feel. The challenge encompassed a multitude of marketing driven pages that were stylized to fit a progressive mega-menu and specifically covered a resellers portal to support brand responsibility.

Our team also developed portal support items such as Product Sheets and White Paper templates, as well as broad-based advertising and educational campaigns.

Reseller Portal - A login based sales resource center





## Alternate marketing support

When a start-up needs to feed the marketing machine, it requires an army of support and education to drive adoption. Partnerships are the most valuable assets in creating a sound platform and amplifying the value proposition. Sharp recognized this value and developed Robolliance, an ecosystem of thought leaders.

For trade shows and events, we created an interactive portal to spotlight technology partner companies, their products/services, and their content in the form of articles, interviews and video.



### Big Idea

SEO Driven Website & Reseller  
Portal



### Modern

Fresh Content



### Sales

Support all Partners

IGM Creative Group worked with members and sponsors to engage their content and promote the unified messaging with both online and offline promotion. Backed by our client Sharp, Robolliance accelerated disruptive technology adoption, which strongly supported the launch of Sharp INTELLOS.



# The IGM solution

We spend years working with our clients marketing and sales team, forging relationships built on trust and passion for the work we provided.

Understanding your industry, target market, and unique methods to support your effort is paramount.



## Strategy

Learn as much as possible about the industry you plan to enter.



## Website

Build a modern, informative, user-friendly online presence and reseller portal.



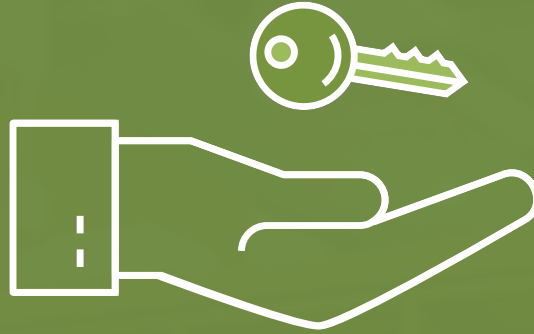
## Be Inventive

Differentiate in-person engagement using interactive technology to showcase advocacy base and product benefits.



## Social Media

Engage followers, fans, prospects, leads, and clients throughout the sales lifecycle.



## Successful Results

The Sharp INTELLOS A-UGV earned five industry awards within 18 months. The Robolliance grew to 55 members over the same period. Sales channel recruitment was robust, and the brand became the authoritative, trusted manufacturer to the security industry for ground-based robotics. IGM Creative Group supported the many channels opened for lead generation and outbound marketing with high client reviews. Our Case study provides an overview of our journey to create a successful product launch within emerging technologies, robotics and artificial intelligence.



# THANK YOU

## Contact Us

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