

CASE STUDY

Elevation Marketing re-brands laser technology leader as industry innovator

elevationb2b.com

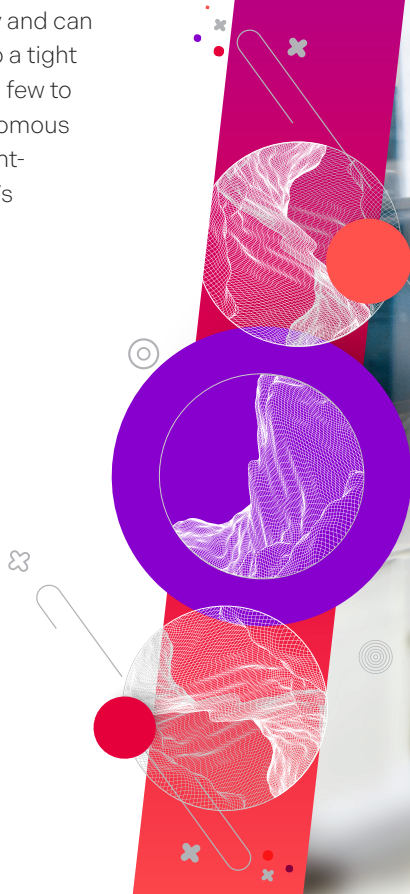
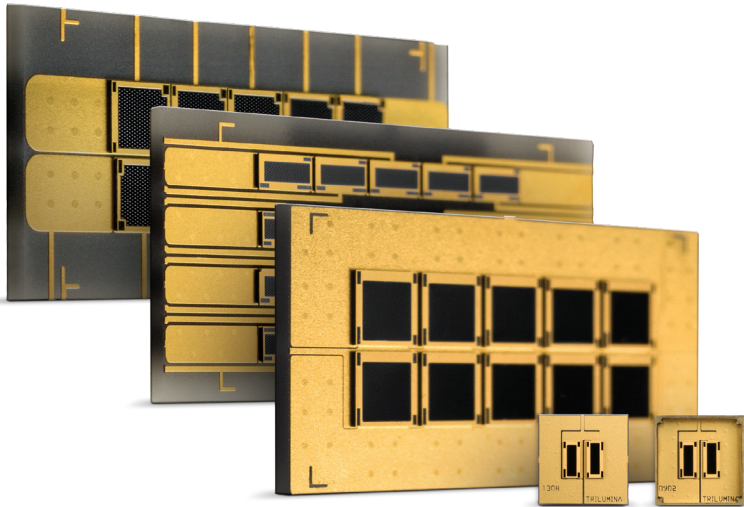


elevationmarketing

BACKGROUND

Founded in 2010, Albuquerque-headquartered TriLumina is a semiconductor laser manufacturer that creates a unique technology, which is among the best for 3D-sensing applications in the automotive, industrial and consumer products segments. TriLumina leverages flip-chip, back-emitting, vertical cavity surface-emitting lasers (VCSELs) and integrates hundreds of them into compact microchips. This approach makes the lasers small, reliable and very inexpensive, three keys to its broad deployment for a variety of products requiring 3D sensing.

TriLumina's VCSEL arrays are built with solid-state, beam steering technology and can achieve peak power with only a few watts and direct invisible infrared light into a tight beam with a wide field of view. This allows for the safe illumination of objects a few to hundreds of meters away. They are found in LiDAR sensing systems for autonomous vehicles, world-facing cell phone cameras, drones, as well as in-cabin occupant-monitoring systems inside automobiles, among other applications. TriLumina's components are the brains inside many of today's technology products that require 3D-sensing.



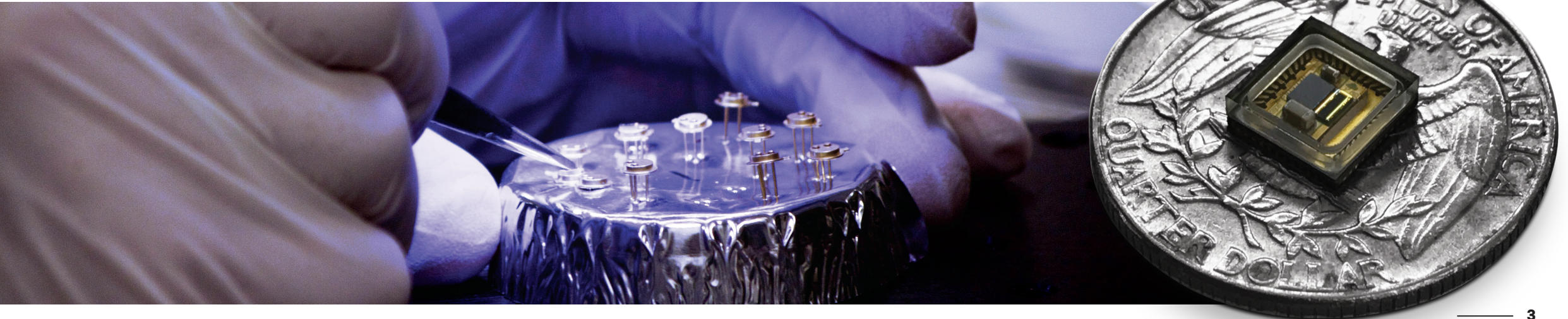
CHALLENGE

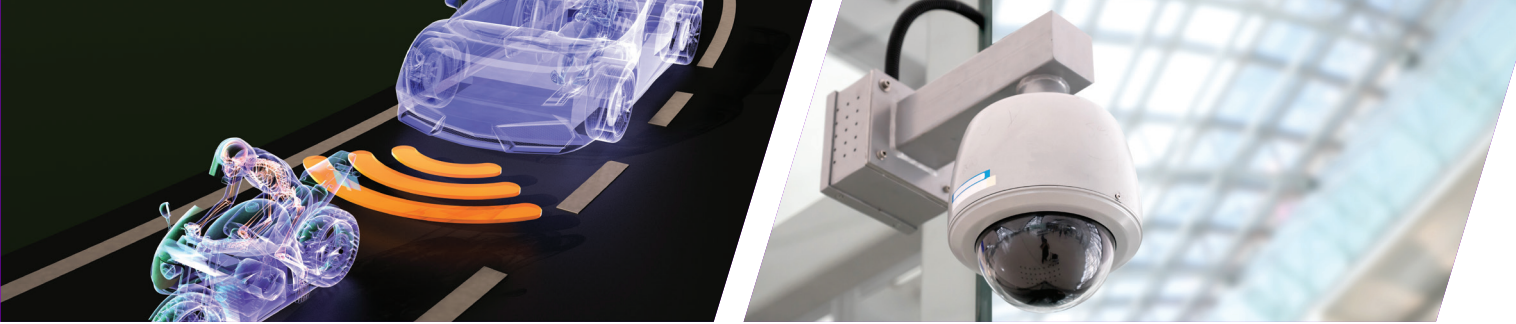
TriLumina is an innovative technology enterprise that has attracted big-name customers seeking to integrate its technology into their systems and products. TriLumina has raised millions of dollars from investors and has aligned itself with major players in many different tech industries, but its greatest challenge was that it lacked a focused brand position. Because TriLumina creates components for many products and systems using 3D sensing, its brand was not recognizable.

TriLumina was a virtually anonymous entity that supplied the primary component for 3D-sensing systems. The perception of the company was that it was a hardware or chip producer, in a broad space where brands have a hard time differentiating themselves. For an enterprise that was moving technologies like autonomous vehicles into the future, TriLumina was a hidden gem.

The laser manufacturer engaged Elevation Marketing to help better understand its brand potential, while seeking messaging guidance that could be integrated into a variety of marketing and sales collateral, the company website and elsewhere.

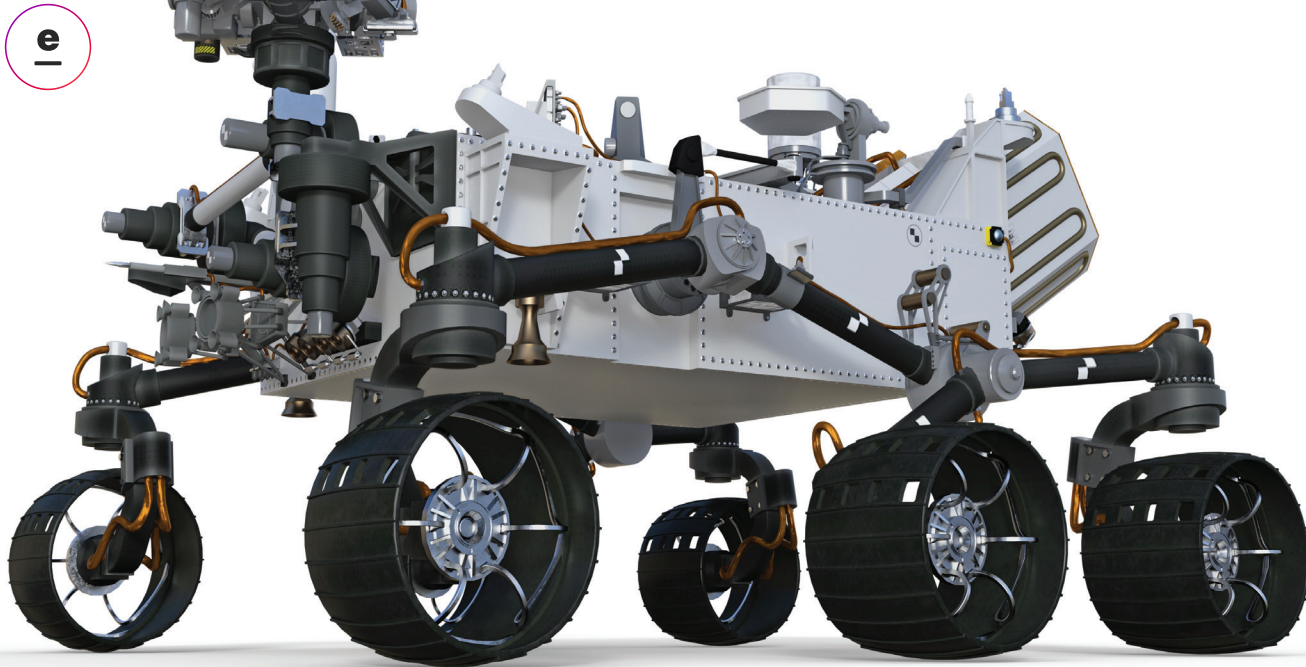
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STRATEGY

Elevation employed a three-part quantitative and qualitative research effort that would further reveal TriLumina's position in the technology space, while gauging industry leader, competitor and prospect sentiment of the company. These insights then served as foundational pieces for message and story building for a revamped TriLumina brand.



Phase 1: Discovery

Internal and External Market Research

As Elevation immersed itself into the company and the unique 3D-sensing niches it served, it became clear that as a component manufacturer it was hard to distinguish it from the rest of the semiconductor or chip manufacturing pack. The absence of a true brand was immediately apparent and, additionally, the company gave the impression that it only served the automotive space, particularly with its work in areas such as LiDAR/ADAS and DMS.

Phase 2: Validation

Key Stakeholder Interviews

Elevation engaged with internal and external stakeholders to evaluate TriLumina's core competencies, its value proposition and mission. The research team quickly learned that people within the company liked to talk about the product's capabilities, but there wasn't much of a brand story or a "why" behind what the company did. Elevation also discovered that many of the companies to which TriLumina provided its technology were big-name technology brands that preferred to not have the relationship made public, making for a greater challenge to further distinguish a brand.

Phase 3: Evaluation

Building the TriLumina Brand

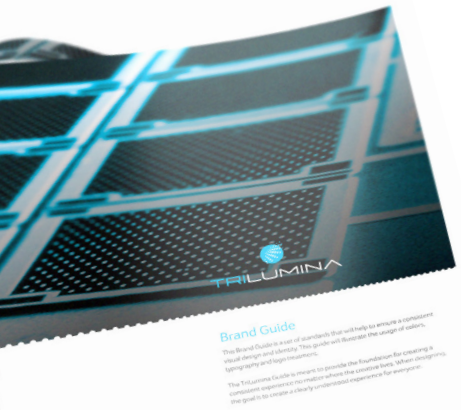
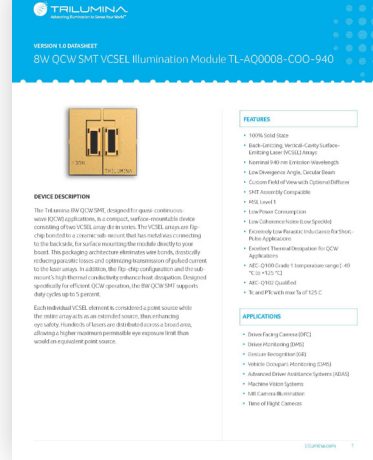
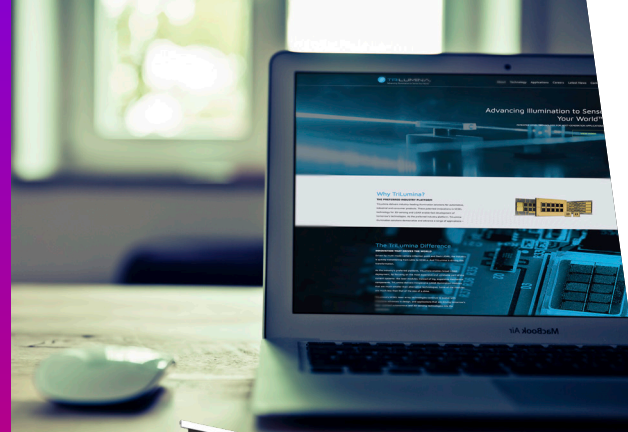
The lifecycle for potential brand equity is shorter when you're not considered an innovator in your industry. While TriLumina was indeed an innovator, the company wasn't letting everyone know about it. Elevation suggested trademarking certain descriptors for its core product, VCSEL arrays. Using the descriptor, it would also be critical that TriLumina be introduced as a vital component or "value-add" of a larger product or solution. In addition, automotive was just one viable market, not the brand; but special efforts should be made to feature automotive technologies such as LiDAR and in-cabin monitoring examples that integrate TriLumina technology, because this work reflected true innovation in these fields. Doing so closely associates the brand with that industry, but allows for development of other markets.

Solidifying messaging and moving the brand forward

The Elevation team also crafted a position statement to clarify the company's offerings and uniqueness. The statement served as a platform for outbound communications and to ensure the brand is being represented correctly. Elevation's team also distilled messaging by segment, breaking down the company's primary audiences into groups with common interests. Those groups included: manufacturing partners, system suppliers, investors and employment candidates. Each message was crafted to resonate with those groups, allowing for the initial impression of the brand to be consistent, but individualized for each audience. The team also proposed qualities it wanted audiences to associate with TriLumina. Those included:

- Once the messaging matrix and positioning statements were refined and approved by company leaders, the Elevation team set out to develop a new logo, rebuild the TriLumina website, develop new marketing and sales collateral while also providing CES trade show support. Once these branding foundations were established, a public relations campaign would then present TriLumina as a thought leader in its industry and open it to media opportunities, further building brand equity. The partnership between Elevation and TriLumina has lasted more than two years and is still ongoing.

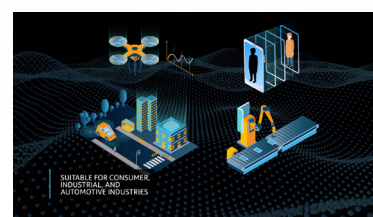
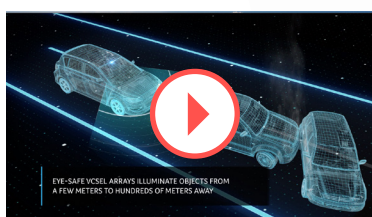
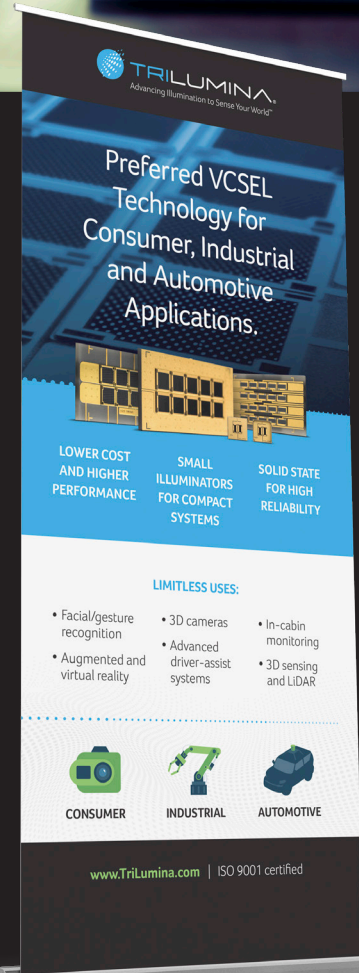
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DELIVERABLES

Elevation's work involved dozens of assets and projects over the course of two-plus years. Those included:

- New brand positioning and messaging matrix
- Website rebuild and launch
- CES trade show support (video, banners, brochures, more)
- Media relations and content development (articles/press releases)
- Marketing activity and event support (datasheets, e-blasts, collateral updates)
- Identifying speaking engagements and sponsorship opportunities
- Collateral updates (business cards, letterhead, company overview, PowerPoint template, product photography, brochures)
- 90-second brand video
- Complete rebranding of company logo and colors





RESULTS

- The solidified, innovation-focused brand helped TriLumina generate investor funding
- The company is now seen as an innovator with broad market appeal
- Nine news releases generated more than 4,000 stories
- Impressions generated in dozens of the most trusted media outlets

**More than 1.9 million
impressions generated**



ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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