



CCH	BiBC
What:	To launch BoxOffice365 - the UK's first video download store
Where:	UK
When:	Summer 2005
Why:	To establish BiBC as leading the digital download marketplace
How:	Using industry knowledge and insight to a bring small company to the forefront of the digital market

PROVE IT!



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The challenge for Buffalo was to launch BoxOffice365, the UK's first legal video download store. With a limited budget, Buffalo used its industry knowledge to drive BiBC to be the "first to market" with its video download and internet broadcasting proposition, thus generating coverage and leads and improving the attractiveness of BiBC to the investor community.

A 'teaser' Direct Mail piece (an empty DVD box proclaiming the end of the DVD) was sent to journalists to entice them along and allow them to try the product. Separate events on the same day (a lunch roundtable and an evening drinks reception) were organised for the B2B and B2C press.

45 journalists attended the day, including 5 national journalists. The launch generated 18 pieces of key coverage in the first week and a further eight pieces of coverage in the month afterwards, including four pieces of national coverage. The PR campaign directly generated over 25 incoming calls from prospects, with deals signed with EMI, Universal Music, DVL and Tiscali as a direct result. £1m worth of VC funding was awarded to BiBC as a direct result of the launch.



Buffalo
Communications

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