

CASE STUDY: “BlueLithium”

Highlight:

BlueLithium Acquired by Yahoo! for \$300 Million

Situation:

BlueLithium began as the vision of a young entrepreneur looking to redefine the ad network as the industry knew it. Through technological innovation and industry leadership, BlueLithium aimed to become the ad network for the new generation of online advertisers. A privately held company looking to step into the spotlight and gain marketshare from the legacy players, BlueLithium turned to blast! PR to help it build out its corporate profile and executive thought leadership, and to showcase its innovation in Web 2.0 technology and display advertising.

Solution:

blast! PR analyzed BlueLithium’s business goals and PR needs to develop a strategy consisting of a public relations plan—using flagship product launches as the primary news hooks—with the purpose of educating target audiences on the importance and impact the company has on the online advertising ecosystem as it reinvigorates the space. blast! PR began by mounting a vision tour to showcase BlueLithium’s innovation and leadership, as well as the launch of its targeting technology solution, leveraging the top industry events. blast! PR followed that tour with a series of announcements and innovative product offerings to continue the press momentum.

Results:

In 2006, blast! PR successfully educated online publishers, agencies and advertisers on the technology merits and strength of BlueLithium technology and services, issuing 16 press releases and securing a total of 46 positive news stories. In September 2006, BlueLithium was featured in a Business 2.0 cover story, “The Disruptors: 11 Important Innovations,” as a company whose advanced targeting technology was predicted to dethrone Google and the legacy CPM ad networks. blast! PR also significantly increased executive visibility of the founder and CEO securing high-profile speaking engagements at ad:tech San Francisco and New York, and the Bear Stearns Web 2.0 Conference, as well as four bylined articles in key trade publications.

Having taken a firm foothold in the industry in 2006, BlueLithium entered 2007 with high expectations. blast! PR undertook several initiatives to raise the company’s corporate profile and support its broadened focus on several new verticals. Behavioral targeting remained the chief focus, and blast! PR showcased BlueLithium’s capabilities in that area with strategic press releases and speaking engagements such as ad:tech Chicago and Red Herring’s Spring Conference. 2007 saw a total of 14 press releases and 49 news articles.

blast! PR also supported the launch of BlueLithium’s nightlife-focused social network, MingleNow. In March 2007, blast! PR mounted a multi-city press tour in conjunction with Anheuser-Busch, the network’s media partner. The tour resulted in a total of 25 articles and blog postings and an additional 26 syndications of press coverage across national newspapers and blogs, and was highly praised by A-B executives. Following the success of the press tour, MingleNow rolled out a multi-city launch plan, supported by blast! PR with press releases and extensive media relations.

In 2007, the explosion of behavioral and other advanced targeting technologies placed a spotlight on ad networks, creating a new environment where BlueLithium could shine as a real leader in the space. blast! PR revved up its PR strategy to position BlueLithium as a frontrunner of ad network innovators with several speaking engagements and bylined articles addressing the importance of next-generation ad network technology, and press releases and executive commentary to highlight BlueLithium’s advances. In September 2007, everyone’s hard work was rewarded when Yahoo! announced plans to acquire BlueLithium. The acquisition was complete by the end of the year.

Expertise Provided:

- Public relations
- Media relations

