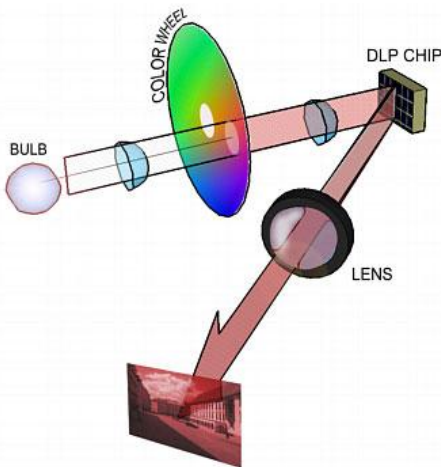


## Rainier’s PR Work Shines Bright Light on DLP Chip

### ► Challenge: Create Maximum Awareness in Three Months



One Summer, Rainier received the challenge and privilege of linking a blossoming technology to the launch of a massively publicized movie premier.

Texas Instruments, a long-time Rainier client, revealed to the agency that their (then) new Digital Light Processing™ (DLP™) technology would be at the heart of the first-ever digital projection of a full-length motion picture from a major studio, Star Wars: Episode 1 – The Phantom Menace.

With three months to go until the digital premier, Rainier quickly crafted a strategic rollout plan that would leverage one of the century’s most anticipated films. The effort would involve coordinating PR executives from Texas Instruments, LucasFilm, Ltd., 20th Century Fox, THX, the National Association of Theater Owners and CineComm Corporation.



### ► Results: Intense, Widespread Coverage

In response to the Rainier account team’s efforts, more than 30 publications and 7 film crews were present at the conference, including ABC, FOX, NBC, CBS, CNN and Telemundo. The press was treated to a 15-minute side-by-side demonstration of film vs. digital cinema, showcasing the DLP technology. Rainier fielded all press briefings, furnishing press kits and free passes to the digital premier.

Rainier’s intensive three-month PR campaign quickly and successfully laid the foundation to launch and position TI as the leader in the digital cinema marketplace. TI received over 30 broadcast and 257 print hits within the first two weeks of the film’s digital release.

“Rainier’s technology background enabled them to come up to speed with us very rapidly,” recalls Ian McMurray, TI’s worldwide media relations manager for DLP Products. “Their professionalism, creativity and responsiveness delivered results which consistently exceeded our expectations.”

### ► Tactics: Quick and Clever Media Bombardment

The agency quickly planned to position the DLP technology as having been personally selected as the digital projection technology-of-choice by Star Wars impresario George Lucas. Rainier then executed a six-



week-long media blitz that resulted in the story being picked up by over 30 broadcast channels, scores of trade magazines, and over 100 major daily newspapers nationwide, including *The Wall Street Journal*, *The Los Angeles Times* and *The Philadelphia Inquirer*.

To maintain the momentum, Rainier launched a second round of publicity announcing the dates and locations of the digital premier itself. This extra push rejuvenated media interest, generating coverage in top tier channels including *USA Today*, *CNN* and *ABC News.com*.

By mid June, Rainier finalized a focused VIP list for the invitation-only press conference. The list named more than 50 leading national and entertainment publications as well as several key business editors with a focus on technology, and the agency's account team was in full-court press mode: bombarding the targeted editors with myriad faxes, emails and telephone calls.



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