

Lamina Ceramics, Inc.

Founded in 2001, Lamina Ceramics now defines the state of technology in the development and manufacture of super-bright arrays comprised of light emitting diodes (LEDs). As the market's leader, the Westhampton, New Jersey-based company's Aterion LED light engines are the world record-holders for brightness. This technology, now beginning to replace common light bulbs and other lighting sources, was twelve years in development by Sarnoff Corporation, the company which gave us color television and key technologies used in cell phones, laptops, watches, today's high definition television (HDTV) and satellite TV, to name a few.

Challenge:

A new, esoteric technology and a new company with a small marketing budget playing on a field dominated by subsidiaries and spin-offs of multinational corporations presented David vs. Goliath challenges.

In its high technology arena, Lamina Ceramics has the best technology, best people and consequently, the best and most innovative products, but was largely unknown. Landau Public Relations was engaged to handle all the company's public relations – corporate communications, media relations, product launch and branding efforts. The assignment was devilishly simple: "Forego most traditional advertising and use strategic public relations to help make us a major world player."



Strategy & Tactics:

Working shoulder to shoulder with Lamina's vice president of marketing, we:

- Created and executed comprehensive media relations campaigns for the launch of several new product lines
- Designed and wrote press kits containing news releases, photos, fact sheets and Q&A documents on the company, its products and the technology
- Researched who was writing what about LED technology, gathered editorial calendars and carefully targeted appropriate writers and editors in both general circulation and trade news media
- Identified and recruited a top lighting scientist, a Tony Award-winning lighting designer, and a top market researcher to serve as 3rd party spokespersons
- Pitched reporters and editors on the Lamina story and its products
- Arranged and staffed news media briefings and product demonstrations at trade shows
- Secured and facilitated interviews with company management
- Wrote and distributed news releases to the venture capital and financial communities



Results:

In the first 9 months of representing Lamina Ceramics, our news media placements and PR strategies resulted in the company receiving top-level world-wide publicity through the publication of stories such as:

- An exclusive story with photograph in *The New York Times*' "Business Monday" section (*Tiny LEDs Grow Into Mighty Theatrical Lights*)
- A feature with photograph by the *Associated Press*, syndicated worldwide and published by scores of major newspapers and all major Web portals (*LED Revolution Could Replace Light Bulbs*)
- Multiple stories, most with photos, in every targeted target trade publication and on their Web sites



Product placement:

Through a deal we arranged, Lamina Ceramics ultra bright LED arrays have illuminated the faces of performance artists **Blue Man Group** in long-running shows in Toronto, Las Vegas and London.

Conclusion:

With total media impressions running into the tens of millions, the company and its products have received worldwide attention and accolades with a resulting credibility quotient far greater than what could be received from advertising. Lamina Ceramics' products have garnered several top international design and engineering awards from leading trade publications and industry organizations. Sales are up sharply, new deals have been closed with manufacturers to incorporate LED arrays *Powered by Lamina™* into their designs, yet the company's total investment is a small fraction of what it would have paid for advertising.

Less than a year after we began our work, Lamina Ceramics' status has moved from "unknown" to "worldwide industry superstar."