



Teledyne Interconnect Devices

Repositioning a Sleeper Company Into a Relevant Contender

The Challenge:

Teledyne Interconnect Devices was a manufacturer suffering the effects of a decade of no new products, marketing effort, or sales growth. The company jumped back into the game by developing a new interconnect technology for the DLP digital micromirror device.

Teledyne faced the negative market perception of not being a state-of-the-art supplier and from previous attempts to deliver new technology that had fallen short.

OnRamp's Solution:

Using a holistic approach to understanding the sophisticated features of this new interconnect technology, the key buyer-side issues, and the character of Teledyne's incumbent sales force, we developed a campaign that informed, educated, established credibility, and generated excitement among OEM manufacturers.

Results:

Working with slim resources, OnRamp used bright, contemporary imagery and compelling copy and clear technical sidebars to elevate the perception of Teledyne Interconnect to new heights.

