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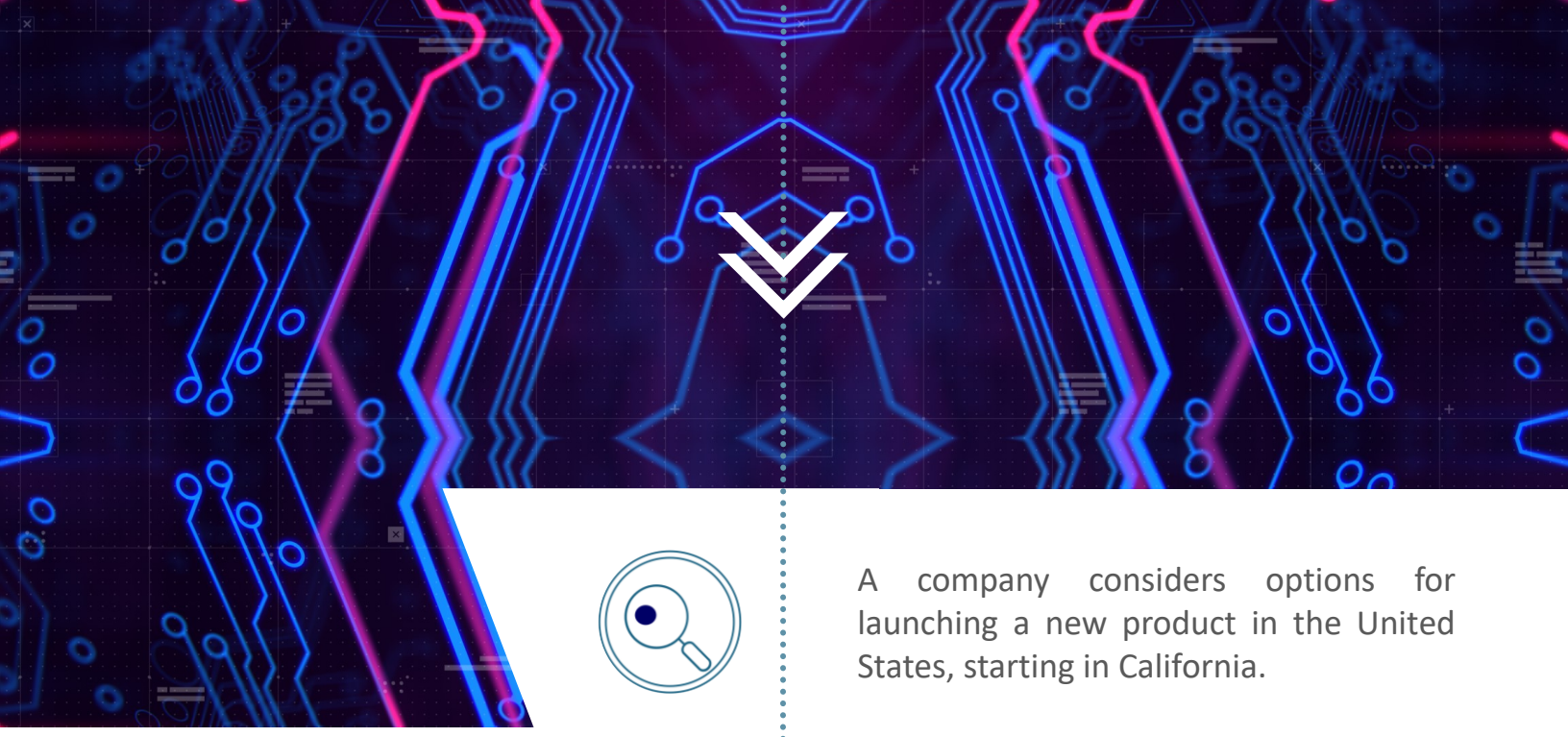
CLIENT USE CASE #2

Commercial Goals Reached Through Advocacy

Here are a few key take-aways from this story:

- The Return on Investment for a well-designed advocacy campaign will beat that of many more **traditional marketing campaigns**.
- That is partly because of cost: While the threshold may be higher initially, once the threshold is reached, lasting market changes can be reached for **an overall lower total cost**.

CONTEXT



A company considers options for launching a new product in the United States, starting in California.

CHALLENGES



The challenge our international client faced was **how to commercialize a new product range cost-effectively**.



A significant hurdle was cost—like many true innovations, **economies of scale had not yet allowed the products to be sold at or below the market's current standard**.



Plus, the market was one with **significant government involvement**, and therefore **not prone to rapid change** or adoption of new technologies.



WHAT WE DID

An **ad hoc coalition** was created among stakeholders with similar policy goals to our client; not only other commercial actors, but also non-profit organizations, community-based organizations, and others **sharing a similar vision for change**.

Once formed, a **steering committee** helped guide the coalition in parallel with our client, and through **strategic guidance** by Druven, brought attention to key and senior officials at all levels of government important to affect the policy change (and, in this case, targeted financial incentives supporting that change.)

WHAT WE ACHIEVED



Our client was able to **ride the market growth** from the policy change and targeted subsidies, **focusing on the largest part of the market** instead of only the small (and congested) segment of early-adopters.

The impact was seen in **total turnover**, with targets reached **cost-effectively**.

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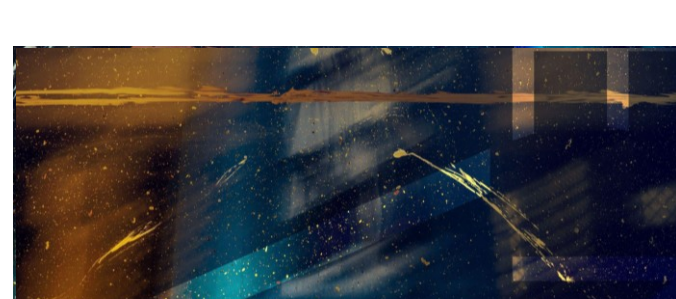
ADVOCACY

National public affairs advisory firm based in Los Angeles that partners with private organizations and coalitions. Embodying an ethic of personal service, we develop tailored strategies to support our clients on policy changes with government relations and issue advocacy.

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LAW

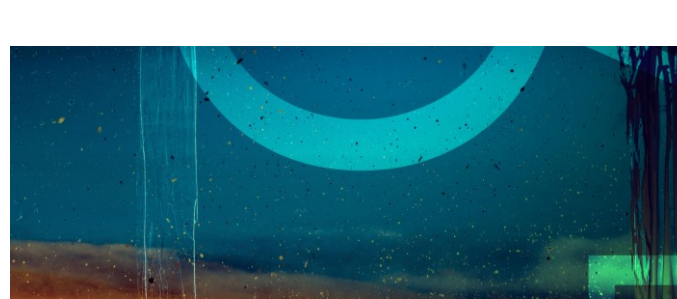


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