

## Case Study: Netgear

### Integrated CCS Campaign Maximizes Netgear's Presence at Best Buy

#### > Summary

NETGEAR, the leading provider of wired and wireless networking solutions, tapped CCS to develop a targeted promotion to support the launch of the new NETGEAR RangeMax™ Wireless Router. CCS' campaign integrated NETGEAR's training on CyberScholar®.com, a CCS-developed NETGEAR field team, and CCS' promotional and fulfillment services to build NETGEAR product knowledge, brand awareness and advocacy among Best Buy Geek Squad agents and other sales professionals.

#### > Strategy

Dubbed the "RangeMax to the Max" campaign, CCS' solution leveraged NETGEAR's presence on CyberScholar.com, along with a CCS-developed field marketing team, to continually engage and encourage Best Buy product specialists and Geek Squad agents to complete monthly NETGEAR training assessments in order to qualify to win a new RangeMax Wireless Router.

#### > Solution

CCS designed comprehensive training on CyberScholar.com geared toward developing high-level awareness and knowledge of NETGEAR's new "RangeMax" wireless router and full product lines. During the campaign, whenever Best Buy Geek Squad agents or associates logged on to CyberScholar.com, they viewed a custom banner detailing the terms and rewards of the multi-level campaign, which provided numerous chances to take NETGEAR training and enter into monthly and quarterly prize drawings. CCS also deployed a team of field sales representatives in key Best Buy locations to act as NETGEAR advocates and disseminate CCS-developed collateral promoting the campaign. The CCS team was in charge of the complete fulfillment of the promotion, verifying Best Buy participants, selecting prize winners and arranging the awarding of RangeMax routers to qualified salespeople.

#### > Success

Coinciding with the launch of the new NETGEAR RangeMax wireless router, the "RangeMax to the Max" campaign ran from June 1 to September 30, 2005. During this time, CCS-NETGEAR field teams were deployed to over 270 Best Buy stores. The NETGEAR promotion successfully reached its target audience at Best Buy, specifically engaging more than 3,000 Geek Squad employees. Over 1,800 RangeMax routers with a total retail value of more than \$450,000 were awarded to qualified Best Buy associates. Excitement generated by the campaign contributed to overall participation growth in NETGEAR's CyberScholar.com training.



*NETGEAR training on CyberScholar.com was an integral part of the "RangeMax" campaign.*



*CCS field representatives handed out promotional collateral created by CCS to reach more than 3,000 Best Buy employees during the "RangeMax" campaign.*

*"Several customers stated that they love the quality of NETGEAR products and how easy they are to get up and running! It seems that customers appreciate me being there and answering questions they may have regarding NETGEAR products."*

CCS-NETGEAR Field Team Member

**For more information on how CCS' integrated solutions can positively impact your bottom line, please contact us:**

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