

# Why electronics PR doesn't need to be boring

## Don't be boring

The electronics business is perhaps the greatest unsung success story of the last 50 years.

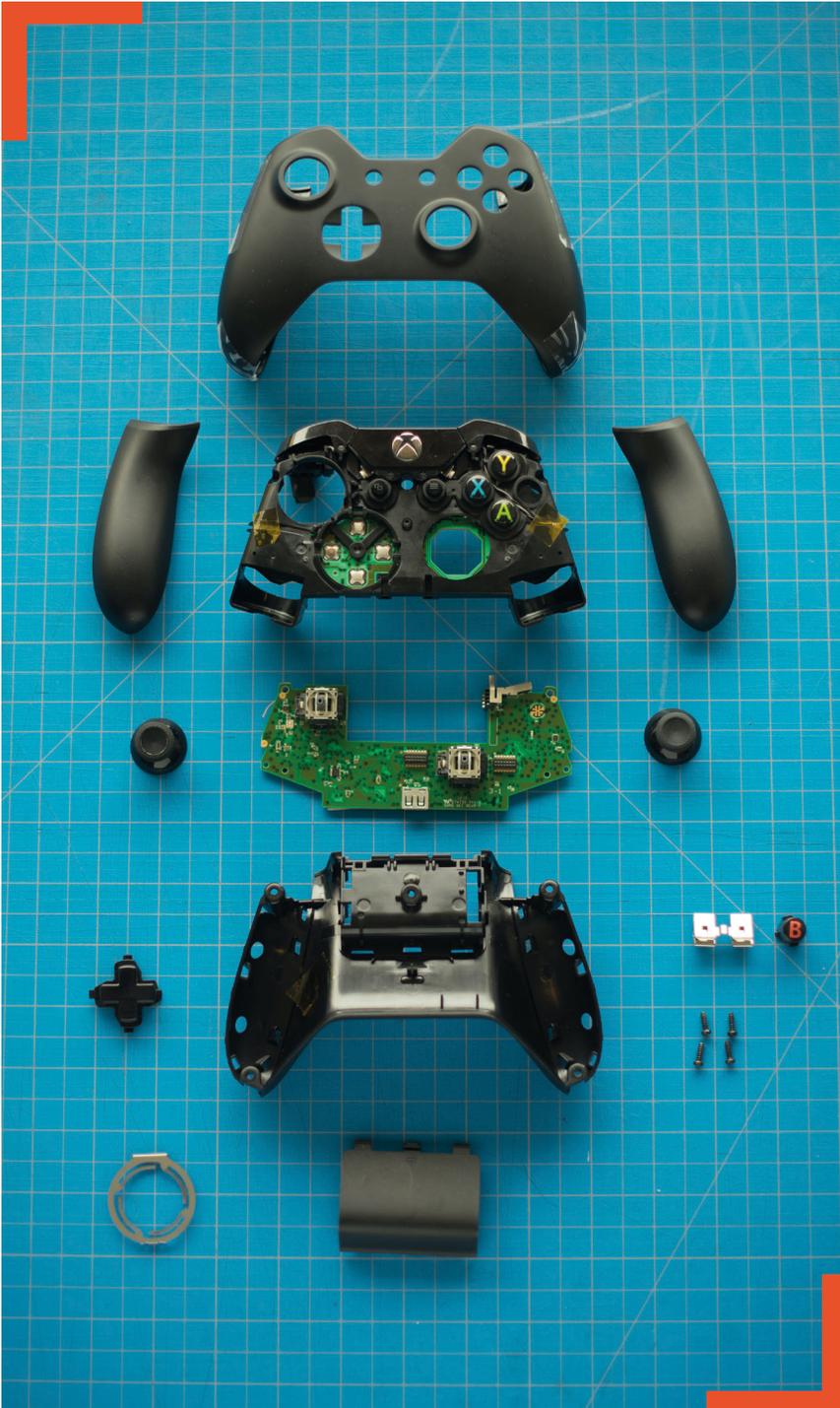
Why do we say unsung? Of course, brands like Intel have become huge household names, but that barely scratches the surface of the industry. What about all of the specialist design houses, the fabs, the photolithography equipment manufacturers, the packaging companies? There are so many businesses responsible for creating the electronics products we take for granted in our everyday lives – and the vast majority of them are still largely unknown outside of the industry.

Typically, this is a natural consequence of electronics being very technical – and sales being targeted at very technical audiences. And that's fine. There's nothing wrong with being a nerdy company with a super techy product.

But that isn't the whole picture. How do you communicate your story to investors, to senior leaders who influence decisions, and to OEMs that want your hardware to drive new product features?

To reach those audiences you can't just appeal to the specific technical needs of engineers. You also need to be able to communicate your position as a respected leader – as a brand that's furthering electronic innovation.

In other words, don't be boring.



## Be less B2B

Perhaps the biggest fallacy among electronics brands is that it's undesirable to throw off the B2B shackles. Far better to target electronics engineers with products and tech specs, right?

But look at the biggest electronics brands in the world. Brands like Intel and Qualcomm are technical experts, but they're also totally unabashed about claiming credit for the consumer electronics boom.

They understand that their audiences aren't limited to product managers. Their websites, marketing content and campaigns are rooted in creativity, and a seemingly B2C PR approach. As a result of these bold campaigns, they have a reach far beyond the market where they do most of their business.

And it's not just those with the biggest budgets who can benefit from creative campaigns.

Consider the Raspberry Pi Foundation. For a fairly humble bit of PCB, Raspberry Pi has elevated its brand to be the figurehead for an entire movement. Rather than be constricted by the perception of electronics, the Raspberry Pi Foundation has become a role model for creators, hackers and educators, creating a fantastically well-known brand in the process.

If your electronics brand is looking to stand out, then be less B2B and focus on becoming more ambitious. Electronics PR doesn't have to be all technical articles, case studies and spec sheets.



## Be more than your products

Speaking of spec sheets...

How much of your comms planning is dictated by the product pipeline? How much focus is there on marketing collateral, press releases and yes, the humble spec sheet? How much time is spent rinsing and repeating that process for every product launch?

Yes, products are important, but electronics brands have a tendency to obsess over them — to the exclusion of everything else.

If you're going to build a brand, think bigger.

Be visible, be bold and demonstrate your understanding of wider trends of the industry at large.

Your target audience will buy into your expertise as a business — it's a big part of what makes you an attractive partner — but banging the drum about your own products is only one way to demonstrate that expertise.

Think outside the four walls of your organisation. Comment on design trends and the impact they will have on feature sets in future devices. Talk about major market dynamics, like the chip supply issues that hit the industry in 2020. And have a view on the deals and moves that have big implications for your customers.

Show your audiences where you stand, not just what you sell.



## Don't ignore your backyard

Focusing on product marketing and spec sheets doesn't just blind electronics brands to the benefits of being a known voice in the industry. It also blinds them to doing the fundamentals.

Social media, SEO and digital marketing aren't the be all and end all.

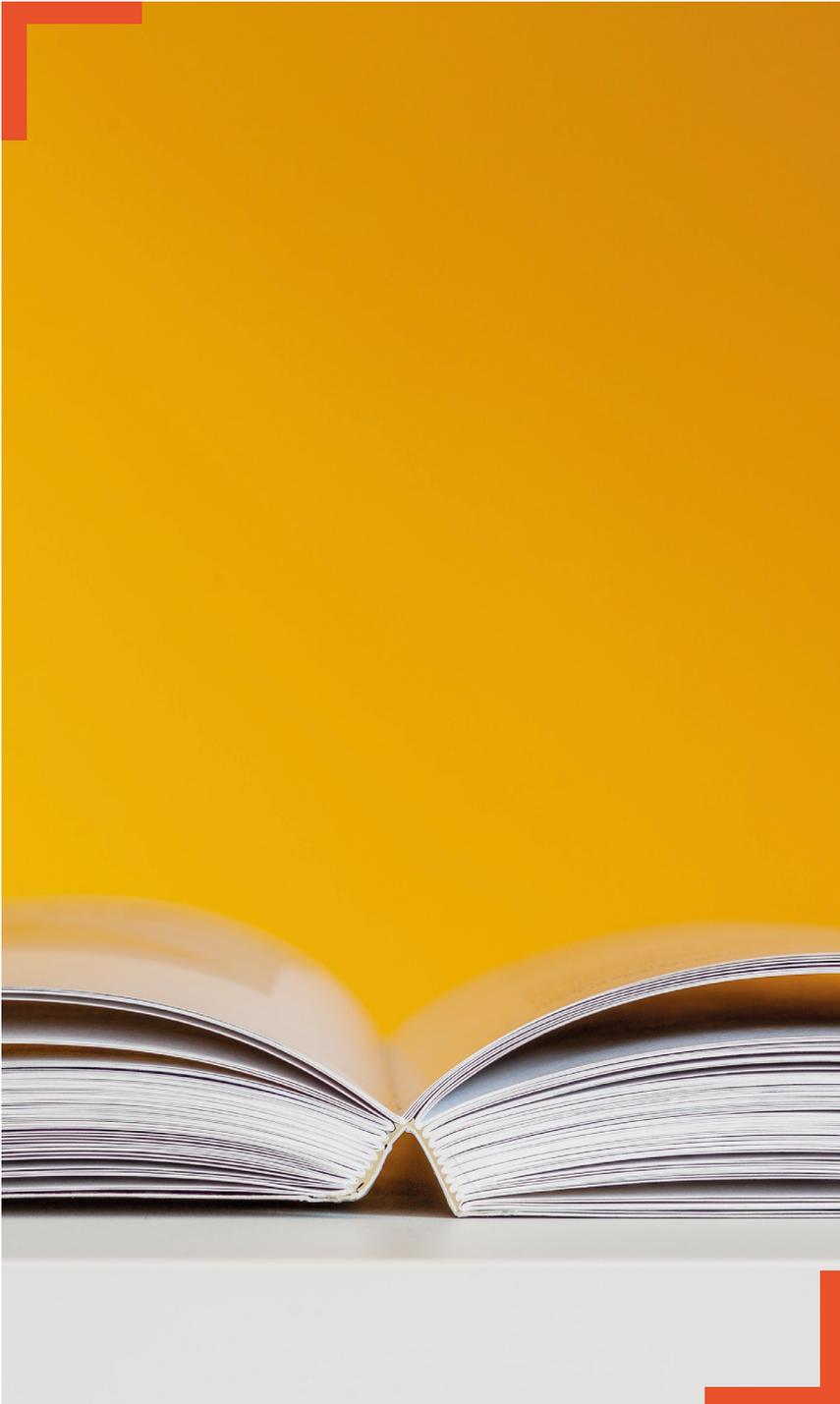
While specialist media is shrinking in many sectors, electronics has a very strong trade media ecosystem. There's a backbone of influential titles and reporters across Europe, the US and Asia — all maintaining significant readership among senior leaders and technical teams.

This base is too often overlooked. Electronics brands either aren't speaking to trade journalists or are bombarding them with product releases. Neither guarantees favourable coverage.

Reporters and influencers need to be nurtured, not ignored. Give them insight into your business beyond the product pipeline, explain the vision for your brand, show them the impact your products will have.

Take time to build relationships. Regular, informal catch ups, exclusives, embargoed briefings and insights into the industry really matter.

As important as it is for electronics brands to be more creative and show personality, don't neglect the people who are already most attuned to your business.



## Strategic thinking. Bold ideas.

Guides like this are great, but let's face it, nobody succeeds by reading a four-step ebook. They succeed by hiring brilliant agencies that offer real-life, relevant expertise.

Agencies just like us.

We pride ourselves on Thinking Bold. Our award-winning PR approach has helped brands like Samsung, Raspberry Pi, XMOS, RS, Future Facilities, element14 and TSMC build their businesses and deliver truly integrated communications campaigns. So why not get in touch and see how we can do the same for your business?

## The next step...

Want to see how we work with electronics brands to achieve better, bolder PR and marketing results? Check out our electronics case studies at [wildfirepr.com/work](http://wildfirepr.com/work)

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