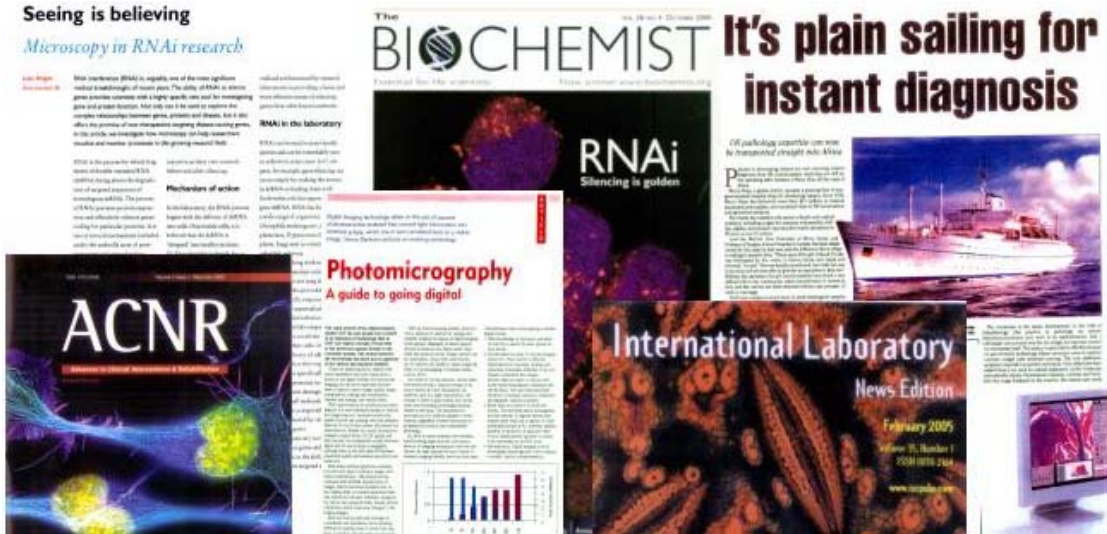


# 'Discover More'



## Promoting leadership in digital imaging systems



### Background

With the advent of digital camera technologies, Nikon had a real opportunity to build its market share in microscopy by positioning itself as the technology leader in digital imaging systems for photomicrography.

### Objectives

To build its market share, Nikon needed to implement a communications programme that:

- Encouraged users to factor in the need for digital image capture and storage when considering the purchase of a new microscope
- Portrayed its leadership in digital imaging technology
- Harnessed the power of key opinion leader endorsement

### Tactics

De Facto recommended creating a unified theme to be used across all marketing communications activities for its digital imaging systems – 'Discover more'. This was also used as the title for a regular series of education seminars.

De Facto initiated a re-vamp of Nikon's 'MicroWorld' newsletter and the creation of a new series of user Case Studies published under a 'MicroTalk' banner. Furthermore, De Facto designed and sent out Nikon's first MicroMail eZine to inform users of new developments and products.

Through proactive media relations activities, De Facto secured coverage demonstrating Nikon's leadership in digital imaging in a range of journals and front cover positions. This included an authoritative guide, entitled 'Photomicrography - A guide to going digital', published in *The Biomedical Scientist*. Numerous image-building user endorsements were also placed.

### Results

Nikon has enjoyed year-on-year growth for its digital imaging systems and for its high performance research microscopes, secured by taking market share from its key competitors.

