

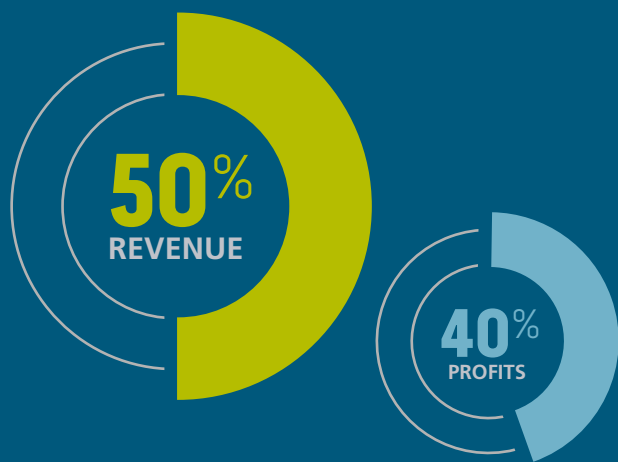
LAUNCHONOMICS

Launching Opportunity in B2B

Launch is a big deal and getting bigger all the time.
What are the odds of success, and
how can you bend them in your favor?

RISING IMPORTANCE

New introductions represent 50% of companies' sales revenues and 40% of their profits.¹ 10 years earlier, those figures were 33% and 22%.¹ And introductions are expected to increase by 21% over the next 5 years.¹

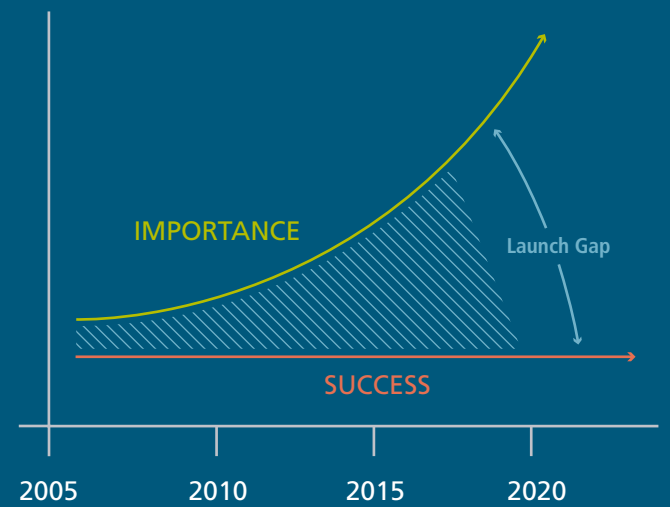


3,000:1

For every 3,000 new ideas, only one is a market success.²

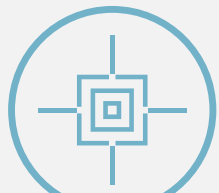
WIDENING GAP

Success rates in launch haven't changed, but the importance of launch as a source of revenue is increasing.¹



CLOSING THE GAP

In more than 25 years launching products, services and brands, we've found there are 3 key launch success factors:
Aim, Alignment and Communication.



AIM

Being strategically pointed in the right direction, to the right people and at the right place in their minds, right from the start, makes all the difference.



ALIGN

Your internal team should be on the same page and in sync with expectations, goals, messaging, positioning etc. It's not easy, but it's crucial.



COMMUNICATE

Strategy needs creativity to get the world to pay attention. Communication that's got power, simplicity and singularity is the fuel that gets you to Point B.

THE PAYOFF

Getting aim, alignment and communication right takes time, commitment and expertise. But it significantly raises the odds of launching success. And the return on investment can be high.

13%

Growth in sales of a 20-year-old medical technology, after a relaunch.³

27%

Annual growth of a transportation technology company, fueled by ongoing communications, sustained over 10 years, culminating in acquisition.³

\$380M

The amount a small medical device company was acquired for, after the successful relaunch of a heart valve.³

A LAUNCHING AGENCY

Introworks is a B2B branding and marketing communications agency with more than 25 years' experience successfully launching products, services, brands and businesses.

Ready to launch your success story?
Contact Bob Freytag at bfreytag@intro.works

www.intro.works

Introworks

1. New Products: The Challenge in this New Century, R.G. Cooper, 2003
2. Stevens, Greg A.; Burley, James. (May/June 1997) "3,000 Raw Ideas Equals 1 Commercial Success!" *Research-technology Management*, Vol. 40, No. 3
3. Confidential—Data on File