

W.L. Gore & Associates hired us — a firm with no engineers — after a competitive review because we know how to look beyond the obvious, explain the complex and develop sound strategies.



Finding the Pressure Points

The company that makes Gore-Tex wanted help in promoting an insulator used in the semiconductor industry. Gore's product is an insulator that shields the connection in a logic wafer from the electrical impulses of other wires found in the chip. This product, known as dielectric, is a fundamental part of integrated circuit production.

Gore faced a huge challenge: Most of its technology uses a chemical called PTFE (also known as Teflon®), and a significant component of this chemical is fluorine. Fluorine once had a bad reputation in the semiconductor industry because of its tendency to dissolve chips. While that's not the case with Gore's PTFE product, the fluorine issue remains.

Our Approach

- Address the fluorine issue head on and reassure the integrated circuit industry.
- Create rapid awareness of the SPEEDFILM product among the integrated circuit companies.
- Demonstrate the benefits of adopting this technology.

Our Actions

- A series of press releases and contacts with editors and industry opinion leaders to re-launch SPEEDFILM and challenge any lingering concerns over fluorine.
- Secured two white paper placements and significant coverage in print and Internet media.

- Took the product to the business press to have Gore shape the discussion on dielectrics and position it as a leader in a field with no clear dominant player.

The Results

- Extensive trade media coverage prompted a number of companies to contact Gore about other commercial uses of the product.
- Secured discussions with the *Chicago Tribune*, *Wired* and *Investors Business Daily*.