

# HIGHLIGHTING THE THREE P'S: PARTNERSHIPS, PRODUCTS AND PLACEMENTS – A SUPER BOWL SUCCESS STORY

## COMPANY OVERVIEW

Haystax is a mid-size big data and cyber security company that offers solutions to help protect and enable complex IT organizations in the federal government and private sector.

## PROBLEM

Haystax Technology asked Silverline Communications to prepare a comprehensive relations plan that highlighted Haystax' partnership with the New Jersey State Police and National Football League as a threat monitoring and analysis technology provider. Driving the media plan, Silverline Communications provided support and outreach for Haystax Technology's real-time Super Bowl Security Command Center demonstration launch of their Public Safety Cloud product.

## SOLUTION

Silverline Communications used a multi-prong strategy to promote the real-time Super Bowl Security Command Center demonstrations at Haystax Technology's offices in Reston, Virginia. We created a coordinated traditional media and social media marketing strategy to raise awareness for the Haystax Technology brand and drive attendance at the technology demonstration. Silverline Communications drove results for Haystax Technology by creating brand awareness with audiences including media, existing customers, customer prospects and Capital Hill influencers.

## RESULTS

- Accumulated over 47,810 social impressions for Haystax and the Public Safety Cloud.
- Secured an exclusive feature story with CNET, a top tier national business daily profile article.
- Garnered feature business story in the Washington Post, a top national news outlet and leading local news source.
- Placed media pieces in three influential national federal trade outlets that customers pay attention to – Government Computer News, Federal Computer Week and Governing.



80%

INCREASE IN  
DAILY SITE  
VISITS

47,810+

SOCIAL IMPRESSIONS  
FOR HAYSTAX &  
PUBLIC SAFETY CLOUD

125

INFLUENCER  
TWEETS