

Oddcast Case Study

Oddcast enables companies to improve business results by bringing web and wireless content to life through conversational agents

The Challenge

With the rise of the Internet in the late 90's, the avatar was touted as being the next killer app. With the boom however, the promises never materialized and the avatar was considered a lost cause. Oddcast's VHost characters, commonly mistaken as avatars, are very different. Oddcast needed to reposition these talking characters for the new Internet age and they turned to Larkin/Volpatt to help accomplish this brand strategy, messaging and awareness challenge.

The Solution

The LVC team worked with Oddcast to reposition the company relative to the competition and the changing face of avatar technology. A new brand architecture played a key role in this process as Oddcast needed to position and message each product based on the needs of the target audience and the functionality of the company's varying products.

A flexible six-month outreach plan that focused on highlighting customer case studies and reintroducing the company and its applications to the analyst and editorial communities was also created. The messaging platform spoke to the strategic value of the application beyond the more simplified talking head.

The Success

CNN, The Wall Street Journal, PC Magazine, ABC Radio, NBC News, Fortune Small Business, AdWeek, AdAge and more. Awareness continues to skyrocket and so does Oddcast's customer base. All of this great press has helped the company to continually beat its quarterly revenue projections.



The Skill Set

- Competitive Research and Analysis
- Brand Strategy Recommendations
- Key Messaging Development
- Communications Strategy Development
- PR Implementation
- Gorilla Marketing

The Praise

"What more can I say? With awareness comes new customers and more revenue. We told the team at Larkin/Volpatt that we wanted more exposure and that is exactly what they have done for us."

Adi Sideman, Founder and CEO



THE WALL STREET JOURNAL.

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