



Iridium grabs consumers' attention with an inspiring advertising campaign that takes you to the far reaches of the globe.

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Summary

Iridium is a global satellite communications company that provides access to voice and data services anywhere in the world. Their network of satellites, connecting both far-reaching and local areas, enables people and devices to stay connected from anywhere on the globe.

With a strong history in personal communications, Iridium has developed a range of products, from the original satellite phone, to the first-ever truly global push-to-talk handsets, to their current day [partnership with Space X](#), and to their newest personal device, [Iridium GO! exec](#).



Services Provided:

- Marketing strategy
- Project management
- Copywriting
- Creative design
- Video production

How Merit Mile Helped:

- Campaign ideation and execution
- Weekly reporting
- Content reviews
- Digital organization

MERIT MILE

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Challenge

Iridium sought the help of Merit Mile to overcome the challenge of developing a series of Iridium GO! executive advertising campaigns that would appeal to four distinct buyer personas. These included NGO workers, humanitarians, and field researchers; remote and field industry technicians and operators; private aviation and luxury yacht owners and operators; and off-the-grid business professionals and executives.

The campaigns had to connect with each of these distinct groups while also presenting a unified look and message across various digital publications and print formats. Developing a cohesive strategy that could resonate with such diverse audiences was no small feat for Merit Mile, requiring both a creative and strategic approach.

Solutions

Merit Mile started by developing a creative brief and messaging framework, which are our foundation for all projects. These steps provide a single point of truth for writers and designers, ensuring every creative direction and messaging approach stays aligned with the client's goals.

Next, the creative team spent time collecting inspiration and ideating in different directions, resulting in over a dozen campaign ideas. Our team selected six concepts to refine into full campaigns, ranging from serious and mission-critical to playful and inspiring. Each concept was designed to connect with Iridium's diverse buyer personas, ensuring that the campaigns would resonate with all four distinct groups.



Results

After presenting Iridium with six concepts, the company had a tough decision to make. So tough that they choose three, rather than one concept to move forward with. Merit Mile then refined each of the campaigns for their respective placement in print and digital advertising, which included **Outside Magazine, The Robb Report, and AOPA Pilot** (Aircraft Owners and Pilots Association).

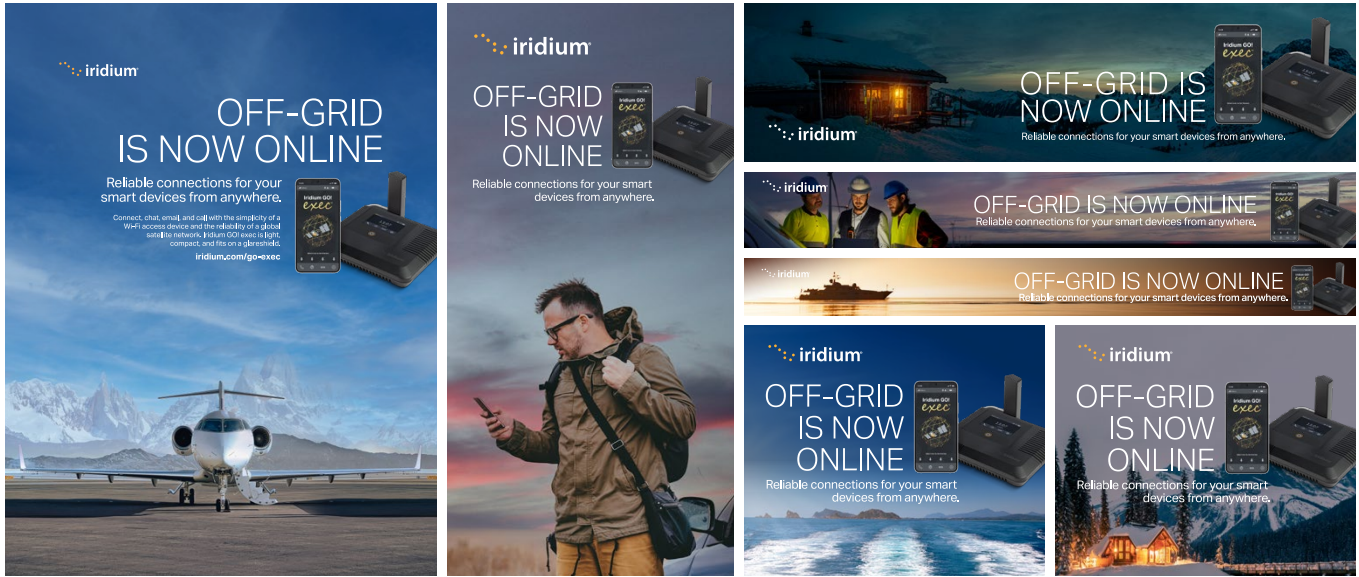


To further boost the impact of the campaigns, Merit Mile proposed a series of short video ads that were optimized for social media, allowing Iridium to reach a wider audience. In addition to Iridium's efforts on external platforms, Merit Mile

ensured that each campaign tied back to Iridium's website with matching creative for the Iridium GO! exec product pages. These strategic moves not only drove more traffic to the site but helped to reinforce the brand and the campaigns across all touchpoints.

Merit Mile's approach to the Iridium campaign resulted in a successful advertising campaign that resonated with all four buyer personas. By using the creative brief as a guiding tool and taking the time to explore various creative and messaging approaches, the agency was able to provide Iridium with a series of cohesive and effective campaigns that delivered impressive results.





Deliverables

- Creative brief
- Messaging framework
- Six campaign creative concepts
- Three final campaigns for production
- Video ads
- Print ads
- Digital display ads
- Website creative, copy, and hero images

To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Marketing specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

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