

Ventev

Overview

Ventev is a brand belonging to Baltimore-based, publicly traded TESSCO Technologies. Ventev Mobile designs and manufactures premium mobile device accessories for the on-the-go mobile professional. Our comprehensive portfolio of chargers, cables, portable batteries, and charging hubs stems from a philosophy of transforming the everyday into forward-thinking solutions. Combining functionality with high performance, Ventev makes the mobile experience reliable and effortless.

Currently, our marketing strategies are focused more towards businesses who sell our products. Ventev products can be found across the United States in authorized mobile retailers such as GoWireless, Cellular Sales, and more. However, we have been increasingly exploring ways to appeal directly to the end consumer. Our current consumer marketing strategies are simple: utilize low-cost mediums to reach the greatest amount of people. For example, we have utilized a brand ambassador program made up of professional athletes and celebrities who provide us social media mentions in return for free product. We have also utilized a third-party public relations team in order to introduce Ventev to the consumer via media outreach.

The Case

While we fully believe that the quality of our products places us above the competition, and currently have our products in hundreds of retail locations across the country, we are still looking for ways to make the Ventev brand stand out to consumers. Not only are we looking to raise our brand awareness, but we are also hoping to educate consumers about the need for new and innovative mobile device accessories.

How can we make the Ventev brand stand out as well as educate consumers about the use cases for our products, especially portable power? Create a low-budget marketing campaign to help Ventev become a household name for mobile device accessories. We prefer a social media or grass roots marketing campaign that costs as close to \$0 as possible, but are willing to spend up to \$10K.

Goal 1: to utilize creative, outside-the-box marketing methods to grow the Ventev brand

Goal 2: to educate college-age/young professional consumers on the need for portable back-up batteries for all the mobile devices in their everyday lives.

Goal 3: to quantifiably prove that your marketing campaigns work by providing ways to measure its consumer reach (ROI, etc.)