

the Xsens DOT story

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B2B

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Xsens

joining the dots

THE SITUATION

Xsens is the leading innovator in high-end 3D motion tracking technology. Its products are used widely in high-end applications such as film animation, industrial and professional health and sports motion-capture analysis. For the global launch of their new wearable sensor development platform, they needed an international B2B agency partner who could think differently.



BRAND/PRODUCT LAUNCH

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THE TASK

The Xsens DOT was scheduled for launch at the world's biggest consumer electronics show, CES in Las Vegas. Our challenge was to develop a launch strategy and communication plan that would engage the innovator and developer communities, and build a sales pipeline for Xsens in this new market segment.

THE APPROACH

We developed a launch strategy founded on in-depth persona and audience research, and a campaign plan focused on native content generation. A unique sub-brand identity and product proposition for Xsens DOT was created within the wider Xsens portfolio. Launch campaign plans included teaser activity prior to CES and social activity at the event, along with native content-led activations and digital events throughout the year. All were designed to organically build product awareness, create engagement and generate sales leads.



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THE ACTION

We created an elegant and unique brand identity for Xsens DOT, originating in a stroboscopic photoshoot that artistically captured human movement across various sports, health and rehabilitation scenarios. Data lines were added as a visual representation of the movement being tracked by the sensors. We brought our concept to life at CES with a ballerina live on stage, her movements tracked in real time and displayed on screen using Xsens DOT sensors.

THE RESULTS

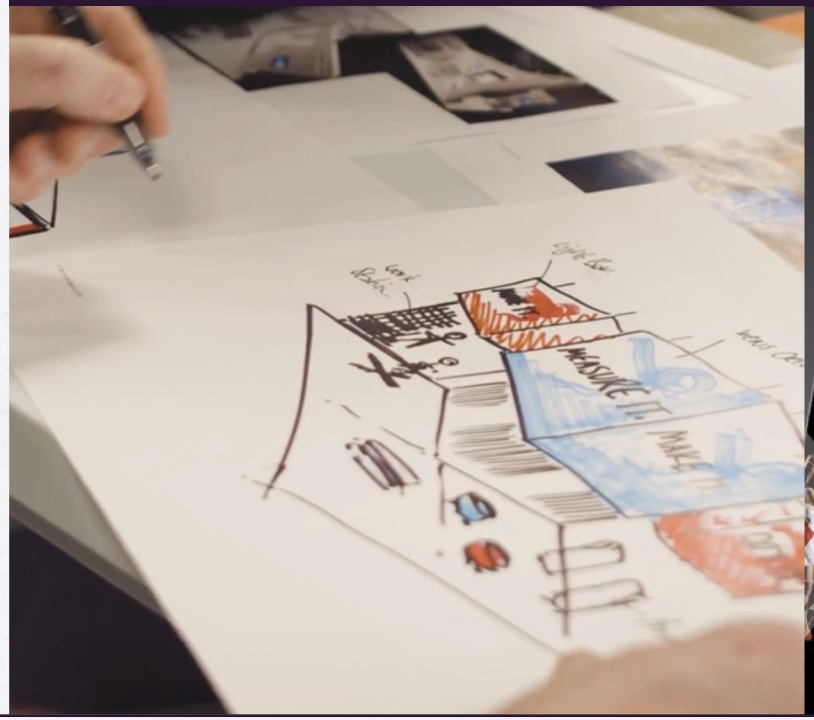
Within four weeks of the launch we had achieved:

- **500+ leads from CES launch**
- **15,000 web visits**

plus

- **50% of the total annual sales figure was reached within the first 3 months**

> **Working with Purple has been great. With Xsens DOT we had to step out of our comfort zone, and Purple really helped to guide us through every stage of bringing this new product to a new market for us.**
>
> *Ekaterina Zubareva, Product Launch Manager, Xsens DOT*





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