



Content Marketing for Technology Innovators

XPRESSOCOMMUNICATIONS.COM

CASE STUDY

BRIDGE  **TECHNOLOGIES™**

Client:
Bridge Technologies

bridgetech.tv

Bridge Technologies creates advanced systems for ensuring high-quality, profitable digital media service delivery in production, broadcast, cable, satellite, terrestrial, OTT and telecoms applications. Bridge Technologies software and hardware systems bring greater efficiency to digital media businesses, by making it simpler to manage complexity.

How a startup became a leading company in broadcast and telecommunications

Bridge Technologies

Who

Bridge Technologies – a leading provider of monitoring solutions in the broadcast market – were IP evangelists as far back as 2004, when they started their business with just four partners in a small office in Norway. Now a globally recognised industry name with Hall One presence at IBC and Central Hall at NAB, Xpresso has been a part of – and driven – Bridge’s journey for more than 15 years.

What

Bridge’s growth was dependent first on the industry seeing the value – and indeed inevitability – of IP-based broadcast: an ‘evangelical’ mission. Their communications strategy thus needed a dual focus; championing IP in a more general sense, and the importance of end-to-end monitoring more specifically.

How

Key to Bridge’s success has been its vision and its personality, with the charisma and knowledge of its founding members and developing team constituting a core part of its wider brand identity. Xpresso’s strategy has focused on:

- Leveraging the power of connection that this personality brings, focusing on developing meaningful, lasting industry connections that drive long-term sales.
- Positioning the company as thought leaders in the industry through the creation of insight blogs, social media and heavy article placement.
- Translating the technological complexity of Bridge’s solutions into bottom-line business benefit in the form of Press Releases, website copy and industry award entries.

- Supporting Bridge's own creativity and community-focus by forging industry connections (editors, analysts, business partners and key organisations) and attending and coordinating tradeshow activities.
- Creating and managing online communication on multiple channels.

Result

Bridge Technologies' growth over the last 20 years – in reputation, operation and turnover – has been rapid, particularly in light of the 'uphill battle' associated with their initial position as IP visionaries operating in an industry often resistant to change. They are now recognised as leaders of both thought and monitoring solutions in the market, Interviewed and covered by the global trade Press and have won more than 60 industry awards.



“Our journey with Fiorenza began many years ago when Bridge Technologies was pretty much unknown in the industry and by the international press. It was immediately clear that we could trust her broadcast knowledge and professionalism. In the past few years, Fiorenza and her fantastic team have worked with us through all the necessary steps in building our brand and our voice. They know the technology and the industry inside out and are able to craft outstandingly good content, finding creative ways to express our ideas and personality in a way that editors love.

It is because of Xpresso Communications' valuable guidance, content creation & distribution, social media and public relations skills that Bridge Technologies' brand and message can be seen and heard almost everywhere today! Xpresso Communications is a great partner in strategic communications that we highly recommend to any company operating in the business of media entertainment technology”.



Simen Frostad, Chairman of Bridge Technologies