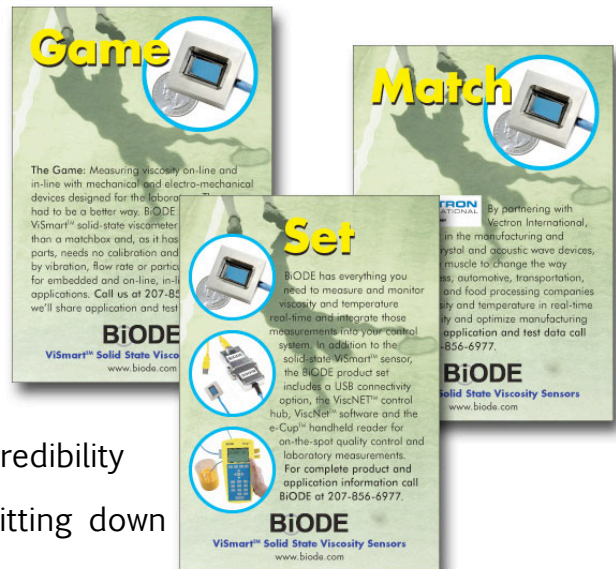


## CASE STUDY

### How a Start-up Broke Into an Established Market - The Biode Story

Like many start-ups, Biode needed to leverage marketing to introduce a ground-breaking, but yet unproven technology. To win investors, the company had to demonstrate the viability of its technology and prove that there was a market for its product – the acoustic wave viscometer. In the past, measuring the stickiness or viscosity of oil and other liquids was something few people ever got excited about. Biode, with the help of AAI, changed that.

AAI recognized the need to establish the credibility of Biode's acoustic wave technology. By sitting down and working one-on-one with key editors, AAI was able to convince leading trade publications that a solid-state device no bigger than a matchbox could open up a wide range of new applications in the trucking, construction equipment, pipeline, and process industries.



(Continues)



## CASE STUDY

### How a Start-up Broke Into an Established Market - The Biode Story (Continued)

AAI created and placed full-length feature stories about the Biode acoustic viscometer in **Machine Design, The Journal of Petroleum Technology, Plant Services, Control Engineering** and other leading trade publications. Second wave editorial efforts were envisioned for the life sciences market. These stories showed how in-line, real-time viscosity monitoring could extend machine life, improve quality controls in chemical processes, and monitor pipelines. These stories were backed by and coordinated with print and Web advertising, and an aggressive PR program.

#### Results:

The target was to obtain a 750% growth in sales in just a year. The Result: As Biode neared this target it was pursued and bought by a division of the Dover Corporation, a Fortune 500 Company.