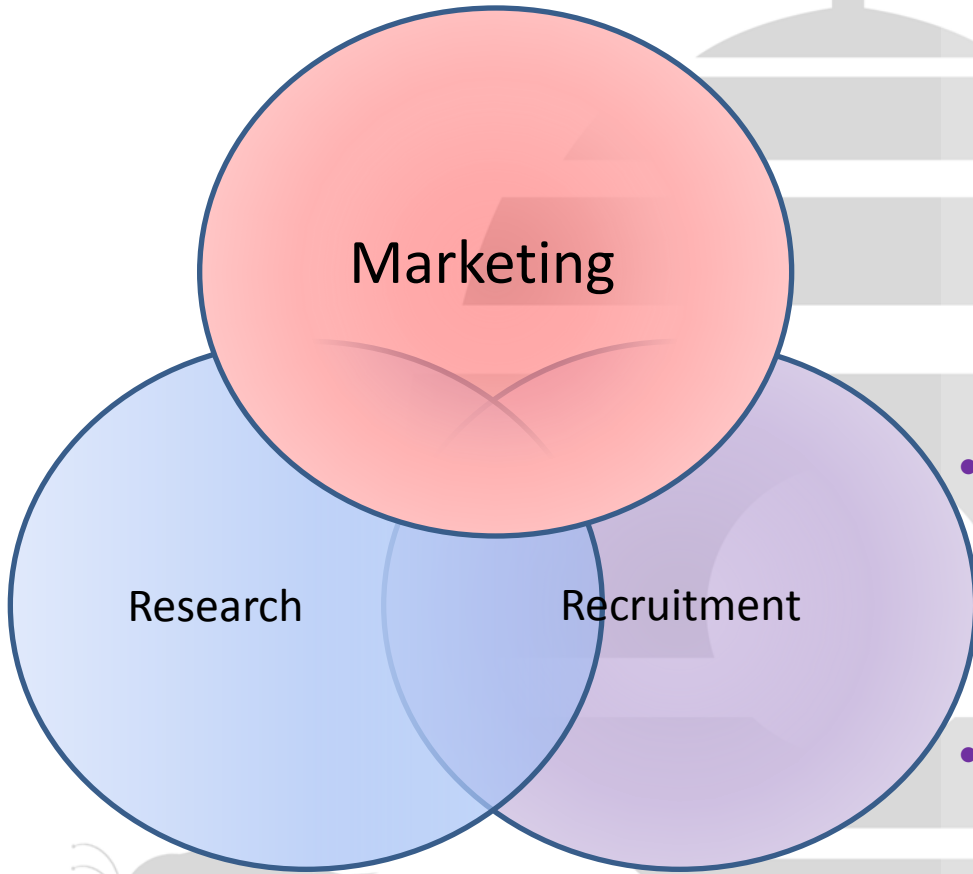


University “Programs”



- **Marketing:** **Grow long-term market share!** Stimulate adoption of your tools & devices in Labs and Projects to create an *instinctive preference* amongst future graduates to use these technologies – an enduring preference throughout their careers
- **Recruitment:** Identify the **talent** needed and nurture it through innovative support and placement programmes
- **Research:** Find and capture technology **innovations** that provide significant competitive advantage



ESSAIMAGE ASSOCIATES LIMITED

Europe's Academic "Market"

Europe's Universities:

Total: 1905 Universities

- **Engineering:** 1036 identified courses in Europe + approx. 200 in Middle East & Africa (Electronics & Computer Engineering).

- **Who is marketing to Universities now?**

ARM, Imagination, TI, Atmel, Intel, Freescale, Microchip, Dialog, NI, Microchip, MathWorks, MS,
- all have Europeans targeting academia. But.....

- **Talent:**

- Declining Engineering Graduates in W. Europe
- E. Europe, Russia, Turkey: growing Engineering & Software expertise

- **Intellectual Property:**

Mobile Communications, Energy Management, Automotive, Biomedical, MEMS, Defence, Vision/Broadcasting, Security, Low-Power Programming, RF, S-O-C, Analog....



ESSAIMAGE ASSOCIATES Limited

Why Essaimage Associates?

- **Reach:**
 - Unique network! Visited >500 Universities in EMEA, known to >2,500 Professors & Lecturers
 - Well known throughout EU, Norway, Switzerland, Israel, Turkey and Russia!
 - Mailing list of >2,000 academics
- **Positioning:**
 - Selecting the vital few products
 - Optimising the strategy
 - Creating the message: brochures, web, teaching materials, contests...
- **Aggressively Competitive:**
 - Unbeaten record of getting DSP, MCU and Analog into classes
 - Deep competition knowledge
- **Sales Ability:**
 - Low-touch marketing can win a few Labs, but there is no substitute for face-to-face persuasion...
 - Relationships matter!
 - Cultural awareness
 - Respect, Credibility
- **Processes & Organisation:**
 - Know-how to get maximum results with lowest overhead:
 - Efficient visits
 - Handling, process and documenting donated Labs
 - Registrations, e-mailings, newsletters and promotions
 - Exploiting catalog distribution
 - Workshops, Seminars

University of Loughborough, UK. 16th Nov. 2011

