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INDUSTRY MEMS FOUNDRY



## Understanding Today's Media Perceptions to Plan for Tomorrow

### Communications Challenge:

The new CEO of Silex Microsystems engaged Tanis Communications to assess how the media viewed the state of the MEMS (micro-electro-mechanical systems) market and the company's position in it. He also needed a more complete understanding of his company's competitive positioning and views of key market influencers. Tanis Communications implemented an audit to discover and report on an entire view of the industry as reflected in the media.

### The assignment

Discover and report on:

- Media observations on Silex and key competitors
- Messaging, positioning and perceived strengths and weaknesses of:
  - The MEMS industry as a whole
  - Terminology and related perceptions
  - Market trends
  - Silex

*“Our strategic planning process required a baseline analysis to determine how the media perceived us, our competitors and the market as a whole. Tanis Communications helped Silex uncover trends and data that were critical to consider in our long-term strategy for success.”*

Gary Johnson  
CEO  
Silex Microsystems



TANIS COMMUNICATIONS, INC.

## Deliverables:

### Thorough preparation results in detailed audit report

The Tanis Communications team first developed a comprehensive list of questions and arranged for extensive phone interviews with Silex executives to obtain detailed information on every aspect of the business and its competitors. Next, a media audit was completed to review and analyze what was being said in the press. A report was constructed that outlined every competitor, what they were saying about themselves, what the press were saying about them, how much proactive press competitors were winning, and what was being said about Silex and the MEMS industry as a whole.

The report included:

- analysis of terminology and terminology trends
- analysis on the current state of the industry and where it is moving
- analysis on perceived industry leaders
- an executive summary

## Results

### Audit results critical to long-term plans

- Identification of key trends and competitive threats that were critical to building Silex long-term perceptions
- Valuable, independent third-party inputs to long-term planning process

### For More Information Tanis Communications, Inc.

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