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INDUSTRY CONSUMER SEMICONDUCTORS



Strategic M&A Communications for a Major Transaction

“We depended on Tanis Communications to plan and manage communications for two key merger and acquisition projects, which allowed our management to stay focused on the business. The communications were planned and executed impeccably, and we continue to regard Tanis as a key part of our marketing and employee communications teams.”

Pete Mangan,
Chief Financial Officer,
Trident Microsystems

Communications Challenge:

In a bold move during a poor economy, Trident Microsystems decided to acquire key technologies and merge products and businesses with a much larger company. To make this unusual transaction successful, the company needed vigilant, strategic communications with employees, both current and potential, and with the outside world to strongly position the new Trident as a major player in the consumer electronics IC industry.

Tanis Communications was tasked as the primary interface to the **communications teams** of the acquired companies as well as the center for outbound marketing and employee communications integration activities.

The assignment

Tanis Communications delivered uniquely integrated communications, allowing Trident Microsystems management to focus on the actual merger and acquisition tasks and to trust the communications piece to the Tanis team.

- Maintain communications as a top priority through merger/acquisition
- Communicate the advantages of Trident merger to current employees, potential employees from acquired companies and product groups, and to the outside world of stakeholders including vendors, partners, shareholders, industry analysts and the media



- Close & careful management of valuable company brands
- Integration of corporate marketing, including Web sites, corporate identity and collateral materials
- Announce the merger in short time-period while ensuring high level of confidentiality
- Maintain relationships with acquiring company to ensure successful communications

Integrated communications is vital

Tanis designed and delivered a full internal and external communications program that included overall communications strategy, story development, positioning and messaging by audience. All materials, from employee memos to executive videos to presentations for various key audiences, were managed by Tanis Communications, except for legal filing and the shareholder script.

Deliverables:

Key messages for media, shareholders, employees, suppliers and customers

Detailed Timeline

Media Plan/Strategy

- Media Relations
- Targeted press list for global press conference
- Targeted press list for executive 1:1s
- Press Releases
- Press Conference logistics
- Script for Press Conference

Supporting Communications

- Master Q&A for employees, customers, suppliers
- Key Fact Sheet
- Letter from CEO to employees
- Letter to customers
- Letter to vendors and suppliers
- Presentations for employees and customers

Results

Compelling, on-target communications and success on Day One

Compelling company story engaging customers, shareholders, vendors, media

- Consistent messaging resonating with various target audiences
- A unified brand on Day One – on time and on budget
- Employees productive and motivated for the future
- Tanis Communications remains an important part of the Trident marketing team

For More Information

Tanis Communications, Inc.

Silicon Valley Headquarters
800 W El Camino Real, Suite 180
Mountain View, CA 94040
Tel: +1 650-731-0554

www.taniscomm.com