

CASE STUDY:
IP LICENSING BUSINESS

From Unknown to Unmissable: Building a New IP Licensing Brand from Scratch





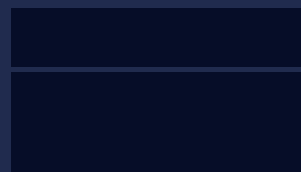
CASE STUDY:

Launching a New IP Licensing Brand in a Crowded, Misunderstood Market

IP licensing is a common target for “patent troll” headlines, even when there’s no truth to the accusations. So, when our client separated their intellectual property (IP) licensing business from a product company, they had to prove their value quickly and ensure their story was told accurately.

They needed a marketing partner who already knew the industry. Experts that could take initiative and work like an in-house team, helping them stand out as a tech thought leader with messaging that could appeal to both licensees and strategic investors.

Over three years, we launched the brand, created messaging to combat misconceptions in the industry, and built a marketing and thought leadership engine that’s still running successfully today.



THE CHALLENGE:

Making a Name for Themselves

Our client's parent company had a strong track record as a product manufacturer, but that didn't translate over to their spin-off IP licensing business. In a crowded, cutthroat field that draws negative headlines, even a legitimate business with significant contributions to technology development can struggle to differentiate itself and build trust.

Leaders at the new company knew a strong marketing foundation was essential for future growth. Legal and technical expertise wasn't enough; they had to prove credibility and develop a thought leadership presence that would resonate with partners, industry analysts, investors, and decision-makers in new and existing markets.

We helped them set clear goals designed to target their long-term reputation management:

Establish their new brand and drive awareness within target markets

Expand into adjacent markets, like e-commerce/retail, automotive, ad-tech, and gaming

Support and enhance internal communications, acting as a fully outsourced internal team

Fight negative industry narratives through tech-focused, value-based content and campaigns



THE SOLUTION:

A Full-Funnel Marketing Engine Built from Scratch

Conveyor stepped in as the outsourced marketing team, working with a large, varied group of internal stakeholders to build a scalable marketing engine.

01

Brand Strategy and Identity

To keep our client's identity consistent across channels, we developed a full brand strategy, including:

- A messaging framework that set a clear story and voice
 - A tagline that built recognition and trust
 - An expanded color palette, tailored photography, and custom iconography—all captured in a brand guide to keep visuals consistent
 - Engaging commercials, explainer animations, and videos that told the brand story
 - Branded assets for presentations and videos that added polish across platforms, including investor relations and internal communications
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02

High-Profile Brand Launch

Nasdaq recognized our client's official debut as an independent public company with a high-profile, televised bell-ringing ceremony.

To prepare for the event, we:

- Helped write the CEO's script for the bell-ringing address
- Coordinated pre-event planning, including travel logistics for the executive team and branded gift baskets full of high-quality swag
- Promoted the event before, during, and after, including social media coverage on the day of the bell-ringing
- Created looping videos and animations that played on the stage and were projected on the Nasdaq MarketSite building in Times Square

For our client, this was more than just the launch of their public stock listing. It was a brand launch that reinforced credibility, generated media attention, and publicly shared the story we helped them craft.

03

Website Design

We used the new messaging and branding foundation to build a user-focused website with clear navigation and engaging thought leadership content. The site became a unifying point for the brand's core message and offered proof of their innovation and industry leadership.

(Over the years, we've also supported their internal IT team's push for stronger security by helping our client migrate their site from WordPress to Webflow.)

04

Content and Campaigns

Our messaging foundation helped us quickly build a library that demonstrated our client's expertise through thought leadership content, proprietary industry analyst research, executive and researcher communications, and other resources.

Through an account-based marketing (ABM) strategy, we increased brand awareness by connecting their message with the right audience. We helped promote thought leadership content to their target account list and tracked which companies were most engaged with the brand, then shared these insights with the sales team to support their relationship-based outreach.

05

PR & IR Strategy

We partnered with our client's PR and investor relations (IR) agencies to secure earned media placements and tell a consistent story to shareholders. We also helped establish internal governance to streamline the approval process and ensure messaging alignment.

And it worked: over the course of our relationship, the public conversation around the new brand shifted from purely financial topics, earnings releases, and governance filings to a focus on their technology solutions. As the "point agency" for both internal and external teams, we set the overarching strategy, kept the program on schedule, and set up ongoing brand monitoring, measurement, and reporting practices.

HOW DID IT GO?

The Results



**35,000 average
annual website
users**



**20,000 average
organic website
users**



**900% average
annual social
follower growth**



**4.5M brand views
from 3rd-party
publications**

This relationship shows what's possible when marketing is prioritized in your business strategy from the start. We helped our client establish a credible, recognizable brand, unified messaging, and consistent campaign execution—and that has set them up for long-term growth.

As their business evolves, their marketing engine is built to evolve along with it, thanks to the solid foundation we helped them build.

That's what it's all about at Conveyor: turning big-picture business goals into clear, measurable marketing objectives. From brand positioning to thought leadership to campaign execution, we focus on what works and deliver results.



NEED SUPPORT WITH YOUR
CONTENT STRATEGY?

We're here to help.

We take a no BS, just ROI approach to our client's business.

[Book a no-pressure meeting](#) to learn more about us.