



Building Leadership in Emerging Industries

Fakespace Systems Inc., a leading provider of immersive visualization display systems, became a client of FS Communications in 1993. At that time, Fakespace was a self-funded start-up generating most of its revenue from government organizations such as NASA and university researchers. The marketing budget was slim, so the agency leveraged the popularity of “virtual reality,” and the great visuals that were available from software partners and end-users to get significant coverage in trade publications.

Fakespace received its first outside investment in 1998, and in 1999, a publicly traded Canadian company acquired the start-up. The new management, based in Ontario, told the agency that Fakespace’s perceived market leadership position, resulting from the successful public relations program, was a significant factor in the acquisition. The company chose to continue, and expand, the public relations program with FS Communications.

In late 2000, growing interest in the use of immersive visualization for energy resource exploration provided Fakespace and the agency with an opportunity to build the business in a new market niche. FS Communications devised a public relations plan to support Fakespace’s thrust into this commercial business area.

The agency researched national and international publications for the oil and gas industry to create a comprehensive target media list. FS Communications then worked directly with customers to get permission to publicize new systems. The biggest challenge was securing end-user approval, since customers considered visualization programs to be proprietary competitive information. Persistence and sensitivity to these concerns helped the agency meet its goal of getting energy companies such as Philips Petroleum, Petrobras, Murphy Oil, and Norsk Hydro to agree to work with Fakespace to publicize their visualization systems.

To help establish Fakespace as a leading provider of visualization systems for energy exploration, FS Communications helped the company write and publish a bylined article about new systems being used by Philips Petroleum. The agency pitched the idea of a co-authored article to World Oil magazine and worked with Philips to develop and get approval for the content, which was published in the March 2001 issue.

Throughout 2001, the agency worked with Fakespace and its customers to generate news coverage about Fakespace products and installations in a broad range of energy industry trade publications including Offshore, Oil & Gas Investor, Oil and Gas Journal, Oil and Gas Online, The American Oil & Gas Reporter, Hart’s E&P, New Technology Magazine, World Oil and Canadian Mining Journal. To follow on the momentum, the agency wrote and placed a second bylined article, which appeared in World Oil magazine in February 2002.

Fakespace Systems attributes its ongoing success in the oil and gas industry in part to its increased visibility in energy industry media.

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