

# Case Study: *SURFZone*

## Client:

Sago Networks

## Product:

SurfZone, Tampa's free wireless Internet hot spot.

## Overview:

According to J-Wire, a Wi-Fi directory service, the number of American Wi-Fi hot spots is now greater than 55,000. As a result, cities are now promoting wireless access as an urban amenity. In an effort to add Tampa to such cities and to build awareness of its services, Sago Networks, an Internet solutions company, formed partnerships with the Tampa Downtown Partnership and the Tampa Chamber of Commerce, resulting in direct access to the owners of office buildings in downtown Tampa — key to providing the wireless signals necessary for the network. Sago Networks installed the hot spot and offers free access to all in Tampa. Their hope is to generate interest in their cutting-edge technology services as a result of giving Tampa this cutting-edge service.

## Campaign:

December 2004 – February 2005

## Objective:

To announce the hot spot availability to Tampa Bay through media coverage and in turn, garner interest in Sago Networks' services to businesses.

## Tactics:

- Chose a "memorable" name for the hot spot - Sago Ultimate Roaming Freedom (S.U.R.F.Zone).
- Antennas were installed on office buildings in downtown Tampa and the signal was connected.
- Press releases were disbursed to local media: Tampa Tribune; St. Petersburg Times; South Tampa News; WTVT Fox 13; Tampa Bay's Maddux Business Report; Tampa Bay Business Journal.
- Window clings and informational brochures were placed inside office buildings where the network is available.
- Sago's staff demonstrated the free, wireless network at the Gasparilla Noontime Concert Series (over six consecutive weeks) and unveiled the S.U.R.F.zone logo, map and service.
- Created S.U.R.F.zone informational web site ([www.sagonet.com/surfzone](http://www.sagonet.com/surfzone))
- Created splash screen for hot spot users when they log on to the hot spot.

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## Results:

SurfZone generated over \$15,000 in media value media coverage in local and business publications, including a feature on the evening news.

## Media Results

- WTVT Fox 13 Tampa. Dec. 22, 2004.
- *Tampa Bay Business Journal* (Sago To Provide Wireless Internet Downtown). Dec. 22, 2004.
- *St. Petersburg Times* (Surf The Web For Free In Downtown Tampa). Dec. 23, 2004.
- *Tampa Tribune* (Free Wireless Internet Soon Available Downtown). Dec. 23, 2004.
- *South Tampa News* (Tampa's Downtown Connection). Jan. 12, 2005.
- *Tampa Tribune* (Surf's Up Downtown). Mar. 19, 2005.
- *Tampa Bay Business Journal* (Hot Leads). Mar. 25, 2005.
- *Tampa Bay's Maddux Business Report* (Tampa Sizzles With WiFi). Mar. 2005.
- *Tampa Bay Business Journal* (Hot Leads). Apr. 1, 2005.
- *South Tampa News* (Free Wireless Network Expands). Apr. 6, 2005.

