# CASE STUDY

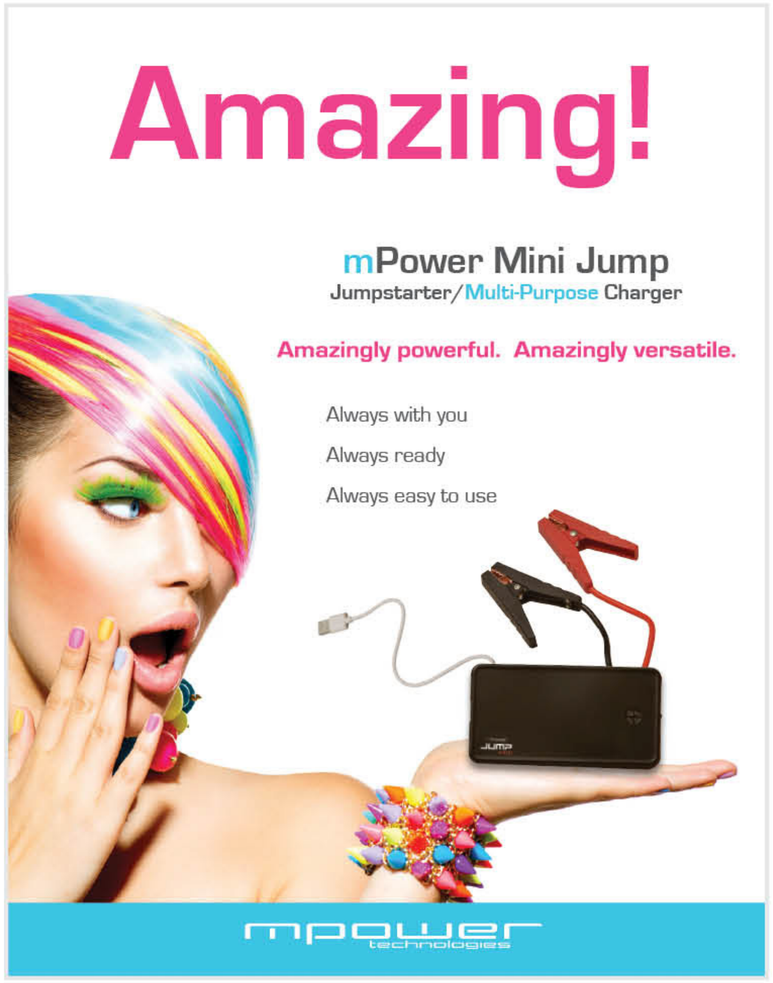
## mPhase Technologies

**Jump Portable Emergency Jumpstarters**

mPhase Technologies is a leader in traditional and cutting-edge battery technologies. The company entered the consumer retail market with the Jump Portable Emergency Jumpstarter. Launched through their mPower Technologies Consumer Products Division, Stratus developed the strategic plan and the launch marketing programs and materials – even naming the product "Jump." The first Jump product was successfully introduced at the SEMA Show in Las Vegas in November 2013. Stratus developed the channel development program in January, 2014, and has subsequently launched two more products—the Mini Jump and Jump Plus.  mPower is currently shipping 7000 units a month to automotive and marine products dealers nationwide. A considerable success at retail in less than 9 months.

**Services**

- Firepower strategic planning
- Trade show development
- Launch marketing programs
- Consumer advertising
- Web development
- Social Media Marketing
- Channel programs
- Retail merchandising
- Distribution sales management
- Video production

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