

TRACE3

Who is Trace3?

Trace3 is a trailblazer in transformative IT solutions, with over two decades of expertise in helping enterprises leverage emerging technologies to drive real business outcomes. With roots dating back to 2002, the company is known for its hands-on approach to innovation, ensuring that their clients are not just keeping up with the latest trends but leading the way. Through a deep understanding of engineering excellence, client relationships, and cutting-edge technology, Trace3 has established itself as a trusted partner for organizations navigating the complexities of digital transformation.

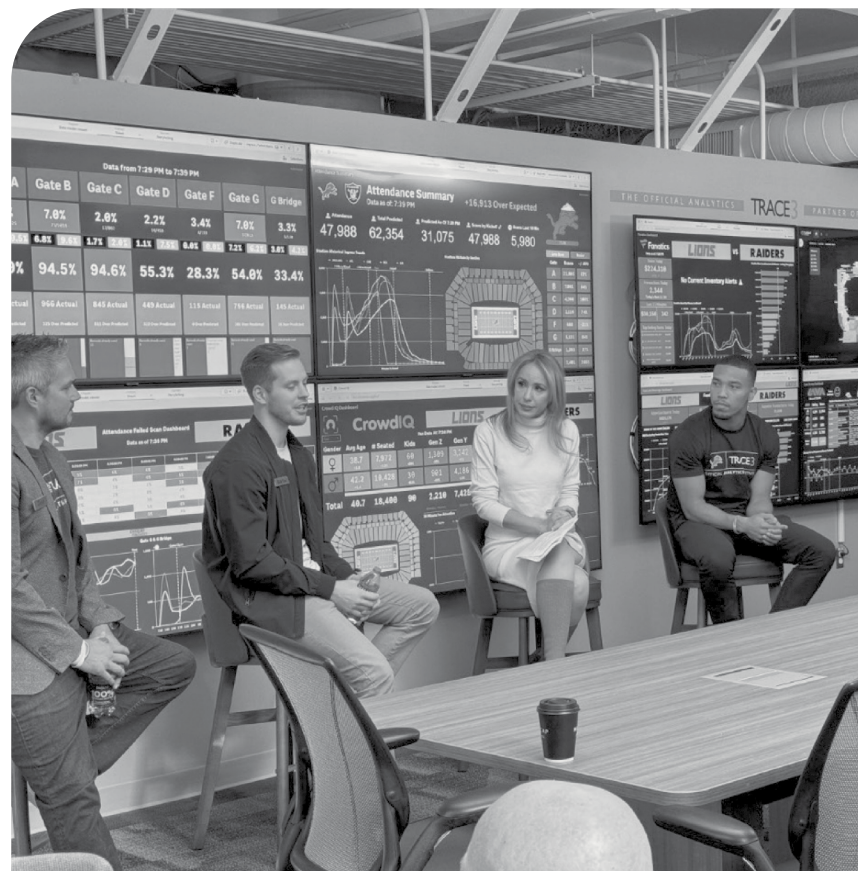
In a world where AI is often overhyped and misunderstood, Trace3 offers a refreshing perspective grounded in practical experience. Unlike many so-called thought leaders who merely echo existing narratives, Trace3 is committed to exploring uncharted territories in AI and emerging technologies. The company's leadership and seasoned experts challenge conventional wisdom, encouraging clients to look beyond the smoke and mirrors to discover the true potential of AI in enterprise. Trace3 doesn't just talk about innovation—they live it, helping organizations build a solid foundation for long-term success in an ever-evolving technological landscape.

Industry

Technology consultancy, services

The Challenge

As one of the pioneers of AI and its useful applications, Trace3 is looking to differentiate their share of voice and messaging to a wider net of audience. They are looking to weed out the true credibility from the pool of thought leaders and pseudo influencers that have established themselves into industries without the authority or experience to back it up and reestablish a stronger and branding for a rapidly growing and expanding company.



The Opportunity

Almost every single industry is being disrupted by the rise of AI. No matter what the opinion of anyone is, it is here to stay. This transformative wave that positions AI as a pivotal technology for success is also experiencing tumultuous growth, as you would expect from a developing new technology.

While AI is widely acknowledged and, in some instances, already being rolled out as part of systems in corporations, many businesses still find themselves ill-equipped and unprepared to fully harness the power of AI. For some, the costs that come with the promising upgrades are hindering their progress and for others. Introducing AI into corporate ecosystems requires not only money, but strategic alignment, training, manpower, and in some cases, ethical checks. For others, it's more of a need to understand deeper the real-world applications of AI. With the conversations surrounding AI today, most of it covers shallow applications and unserious ways that it could be misguided. There is a huge gap in the conversation where an authority figure, with the experience and credibility to back it up, can truly discuss the future that AI can bring.

And with Trace3's continued growth, a revolutionary partnership with football team [The Detroit Lions](#) created an even bigger avenue where the brand can position itself

as a top-tier AI solutions provider. This partnership, aptly name as the [Analytics War Room](#), allowed the Detroit Lions to enhance fan engagement, utilize attracting tourists, make the creation of job opportunities and partnerships easier, and empowering local communities through educational initiatives. The goal is to make Detroit a thriving, forward-thinking hub, boosting local businesses and brand image. With the presence of Amon-Ra St. Brown, the Lions wide receiver, the launch of this partnership became even more successful.

This is where Trace3 finds opportunities. The gap in the conversation is lacking an authority figure that can provide information backed by data as well as hold discussions regarding advocacy. In various topics like ethical AI implementation, [cost management](#), and digital sustainability, an establishment like Trace3 can be a source of knowledge for many businesses and industries.

With these opportunities, Trace3 can resolve multiple challenges while increasing and strengthening their share of voice, maintaining their relevance, and building partnerships. With the help of JOTO PR, they can have measurable results that will impact their business in a real and quantifiable manner.

Media Exposure Metrics

JOTO PR created a media outreach campaign that resulted in:

- > **16 editorial pieces** published, including articles, interviews, and TV spots.
- > **8 articles** were published by Tier 5 (high) media outlets. This includes a release entitled "[Lions Unveil High-Tech 'War Room'](#)" that was released by ABC affiliate WXYZ-TV and "The Future of Leveraging Artificial Intelligence in Sports" in KOTV-TV that both highlighted the impact of the AI support provided by Trace3.
- > A **partnership with the Detroit Lions**, capturing the attention of City and State Officials as well as Key Opinion Leaders and the inclusion of star player Amon-Ra St. Brown that elevated their success to new heights.
- > The partnership was **honored by Michigan Governor Gretchen Whitmer** and Lieutenant Governor Garlin Gilchrist with a special tribute from the State, honoring the innovation and advancements that have gone into the Trace3 Analytics War Room at Ford Field.
- > **16 placements** published in a span of 3 months equate to an exposure aggregate of **17,618,575 unique views**.
- > Per industry standards, you can expect 2.5%, or **352,371 people** to have read articles or have seen or listened to news clips in the 3-month run of the campaign.

The Results

Working closely with the Trace3 team, JOTO PR used a strategic combination of media engagement and notable sports-based partnerships, namely with the Detroit Lions and using this to highlight the caliber of service and experience of the brand for trust-building and brand awareness.

For this level of exposure in paid advertising, Trace3 would have invested over \$400,900. However, with the expert help of Joto PR:

- > Trace3's partnership with the Detroit Lions and its fanbase provided an expanded platform to demonstrate Trace3's technological prowess in an even bigger market with highly engaged audience.
- > Even with a short campaign run of 3 months, Trace 3 was able to ensure significant coverage of their releases.
- > Substantial exposure across various media outlets to strengthen Trace3 and Josh Lindstorm, as the trusted leaders in AI solutions.

And Trace3 Responded!



If you don't know JOTO PR, I highly recommend you guys go look into them. They are an incredible organization led by an incredible leader."

– **Sandy Salty**
Chief Marketing Officer, Trace3

About Trace3

Founded in 2002, Trace3 is a leading transformative IT authority, providing unique technology solutions and consulting services to clients. Equipped with elite engineering and dynamic innovation, they empower IT executives and their organizations to achieve competitive advantage through a process of "Integrate, Automate, Innovate". The culture at Trace3 embodies the spirit of a startup with the advantage of a scalable business. They are known for their engagement with technology leaders and venture capital, offering specialized advisory services and access to the latest technological innovations through three pillars: Engineering expertise, client intimacy and emerging technology. Trace3 is headquartered in Irvine, California with 20 field office locations across the U.S. Visit www.trace3.com

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