

From Teasers to Trust

Leading A Successful Webinar
Debut for a Software Rebrand

Prepared by

Tesla Cadena



Overview

PrimeroEdge, a flagship school nutrition software, unveiled its first major user interface rebrand in over two decades. Designed to modernize the platform and improve the overall user experience, the rebrand was a visual transformation and a strategic opportunity to re-engage customers, build confidence in the product, and reinforce the company's commitment to continuous innovation.

To lead the launch, I led a multi-phase marketing campaign focused on building anticipation, delivering a strong reveal moment, and equipping users with the resources they needed to feel supported and excited about the change. My goal was to ensure high visibility and minimal confusion or disruption post-launch.

My Role

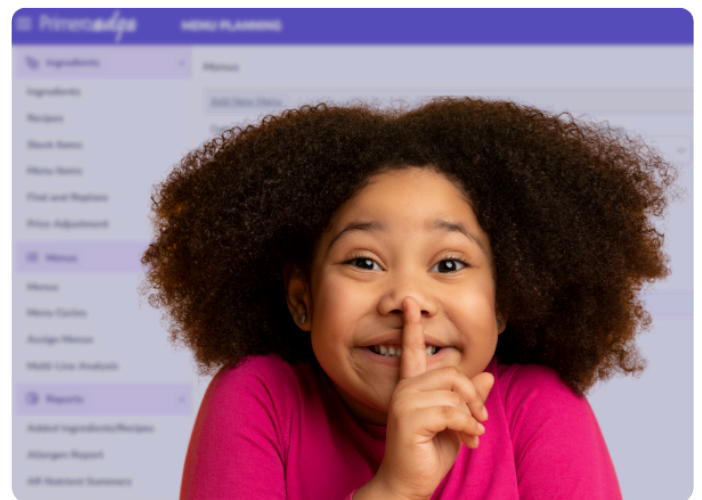
- ✓ Developing a phased launch strategy to build momentum and reduce brand confusion
- ✓ Crafting all teaser and reveal messaging internally and across email, web, etc.
- ✓ Coordinating with product, sales, and training teams to align timing and messaging
- ✓ Monitoring, simplifying, and reporting all forms of engagement data

Challenges

Rolling out a rebrand is rarely simple. In this case, the timeline was tight, the software was still evolving (thus the visuals also could not be finalized), and much of the customer base wasn't subscribed to marketing emails.

I had to generate buzz without showing too much with limited creative assets, and ensure that the "big reveal" landed smoothly across thousands of users, many of whom saw the new interface for the first time during the live webinar. That raised the stakes for clarity and impact at that moment.

Agility was key as timelines and messaging were adapting, all without overwhelming users or internal teams.



Strategy

Tease: Created a series of intentionally vague but visually intriguing teaser emails, using blurred screenshots and curated imagery to build anticipation without revealing unfinished UI/UX. This sparked curiosity while buying time for the final visuals.

Reveal: Planned, promoted, and moderated the PrimeroEdge Reimagined webinar. The concise, high-impact session—led by product experts—featured real-time Q&A and emphasized continuity: a fresh look with familiar functionality.

Equip: After the event, I created and distributed clear, accessible resources to help districts prepare. This included FAQs, email follow-ups, and an updated resource hub—all designed to keep support tickets low and confidence high.

*This three-phase approach was tailored for customers; prospects received a separate, sales-aligned communication strategy with customized messaging.

Results

The webinar drew **1,048 registrants**—nearly **70% of our customer list**. With 585 live attendees, the **highest turnout in company history**. Post-event, the recording earned **over 55 hours of watch time**. Engagement and satisfaction scores told the full story.

75%

Interest
Rating

Most attendees stayed engaged throughout the session, closely watching or actively participating in chat.

Post-event feedback reflected confidence in the changes and company direction.

97%

Customer
Satisfaction

Praise

Manager:

With over 1,000 registrants, the turnout and engagement exceeded expectations, thanks in large part to Tesla Cadena's incredible leadership in organizing, promoting, and moderating the experience.

Her creative execution and behind-the-scenes coordination had positive significant impact on how our customers received the change.

Customer:

Great webinar! There was lots of great information shared and I wish there were more webinars like this.

Teammate:

Tesla definitely has a future in podcasting! She clearly enjoyed talking to customers.

Connect with Tesla

Phone: 956-454-8717

Email: teslacadena@yahoo.com

Portfolio: tesla.cadena.notion.site

Location: Houston, Texas



Scan to view my full portfolio and see work from this project.



Primerosdgs

Same Power. Better Experience.



- Enhanced Visuals
- Faster Navigation
- Improved Usability
- Tested for Simplicity
- Consistency Across Pages

What Is Changing?
PrimerEdge is introducing a modern design that enhances usability. This refresh streamlines pages, creating a cleaner and more intuitive interface. Amigo's name is changing to Resources.

What's Staying the Same?
Everything besides navigation works just as it always has. This update is part of our commitment to you, so there will be no additional cost. Plus, your team will find the transition smooth with minimal retraining required, allowing them to continue using the platform seamlessly.

CustomerCare@primeroedge.com


6030

Primerosdgs

Get ready to elevate your experience... PrimerEdge continues to evolve, and we're making bold moves to simplify the way you manage your nutrition programs.


Stay tuned for updates, and join our Cybersoft User Conference for the grand reveal of what's next!

Chat with your rep to be in the know!



COMING SOON

Resources



Navigation and workflows are getting simpler, and you won't need a lot of training to enjoy the upgrade.





Daniel Todd
Sr. Manager Customer Engagement State Solutions

Daniel has been spearheading these enhancements across district and state solutions.



Molly Platts, MS RDN
Manager of Solution Engineers

Molly leads many of our demos and will show you everything that has been improved.

Register Now

Both webinars will present the same information. Choose the time that is right for you. Recordings will be sent to all registered guests.

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PrimerEdge Reimagined Webinars

Two Webinars. Same Information. Click anywhere to RSVP.

OR

April 9, 2025
11:00 A.M. CST



Daniel Todd
Sr. Manager Customer Engagement State Solutions

Daniel has been spearheading these enhancements across district and state solutions.

Molly Platts, MS RDN

For over 20 years, we've been at the forefront of K12 nutrition solutions, helping you serve students every day. Now, we're enhancing your software to make managing programs even smoother.

While exciting changes are ahead, rest assured that everything you trust about PrimerEdge will remain. You will navigate updates with ease and minimal training.

How Can I Find Out More?

Contact your PrimerEdge sales rep to join our #CUC25, or to schedule a quick demonstration.



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PrimerEdge Reimagined Webinars

Two Webinars. Same Information. Click anywhere to RSVP.

April 8, 2025
2:30 P.M. CST OR **April 9, 2025**
11:00 A.M. CST

Big improvements are coming to PrimerEdge! See what is in store, ask questions, and walk away with everything you need to keep your team informed.

- No added costs — this update is a part of our commitment to providing you with the best solution.
- Minimal training needed — enjoy navigation made easier for your team.
- Everything you rely on stays — but with an upgraded and modern feel.



General Timelines

Contact Customer Care about your specific district's update at CustomerCare@PrimerEdge. You will be notified prior to the specific date for your update.

- 1**
On-Premise Customers. Expect to receive rollouts as early as **April 16**.
- 2**
Online Customers. Districts whose data is hosted on PrimerEdge's servers can expect

Update

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reimagined.primeroedge.com


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Innovation In Motion




10:54

Resources



One Page



Frequently A

hosted on PrimerEdge

rollouts beginning

- 3**
State and FSMC Customer Service Management get rollouts starting Ma

