

Case Study

Brand Strategy & Marketing Campaign • Telecommunications

Background

One of the top telecommunications firms in the nation found that the brand image of its business division had deteriorated due to competitive messaging in their rapidly evolving industry. This was creating opportunities for its competition to lure away customers through aggressive pricing and sales approaches.

Executives asked Altyris to provide a branding strategy and marketing campaign to build market awareness of its business services division and reposition the division as a technologically superior and customer-focused provider of telecommunications solutions for businesses.

Analysis and Teamwork

Our strategy and creative teams developed a brand image for the business division that fit within the corporate identity while also providing separation from the company's consumer division. This new brand image was soft-launched and promoted through a print campaign, event displays, Internet, television and radio advertising to carry the message to market.

The Altyris creative team also produced calendar-driven direct mail campaigns, video presentations and other marketing materials to further position the brand. The media services team placed advertising in multiple broadcast and print outlets to effectively impact targeted business segments.

Results

Our award-winning campaign successfully established a separate brand identity for the business services division for the first time in the company's 100 year history. Brand awareness for the business division increased by an estimated 56%, while measured campaign activities resulting in a 400% return on expenditures.