

## Case Study

### Subsidiary Launch & Branding Strategy • International Financial Institution

#### Background

A well-known international financial institution had developed a software product for internal use and now wished to market the product to other corporations in the financial industry. Since a large portion of the product's market would be the client's direct competition, it created a subsidiary company to handle all aspects of the product's marketing, sales and support.

Our client was looking for a branding and marketing strategy that would position the subsidiary's product, introduce it to the industry, build positive brand awareness and grow sales. The client's end goal was to position the company for successful acquisition within three years.

#### Analysis and Teamwork

Our strategy team conducted in-depth market research and commissioned telephone surveys to determine effective brand positioning for the new product. Working closely with the client, we evaluated the product's readiness for market, recommended usability improvements and established tactical activities and timing for launch.

The Altyris creative team named the product, created a visually powerful and appealing brand image and developed first-wave advertising. Additionally, our public relations team performed targeted pre-launch promotion to gatekeepers and opinion influencers in the technology industry.

Longer-term strategy established plans and provisions to maintain the product's high visibility within five key market segments, expand its sales force into targeted geographic regions and carefully position the company as an attractive candidate for acquisition.

#### Results

Our client experienced widespread national exposure of their product launch in all major trade publications, including positive recommendations by widely recognized influencers in the technology field. Brand recognition within targeted segments reached 84% in the fourth month, sales grew rapidly and the sales force was expanded into five key geographic regions within the first year. The company was acquired and spun-off in 32 months.