

## Case Study

### Brand Identity & Marketing • Technology Products and Services

#### Background

A Fortune Fast-50 corporation with blue-chip customers was facing challenges extending its brand within key segments. Its core business of providing accounting services to Fortune 100 corporations was profitable but not reaching corporate goals for growth. Also, the company was experiencing marketing and sales challenges with a recently released software product.

The company asked Altyris to strengthen its brand position for its core products, extend their brand into new segments and assist its internal marketing team in building awareness and consideration for its new software product line.

#### Analysis and Teamwork

Our strategy and creative teams evaluated the client's brand image and market positioning within the targeted segments. Working with the client, we cross-referenced the resulting information against IAO Variables within the targeted segments. Our analysis identified latent process and relationship needs that represented significant opportunity for positioning and growth.

We focused activities on those segments with the most actionable potential and helped the client refine its brand message for maximum impact within those segments. Our public relations advisors wrote and placed articles and releases highlighting the client's software products and industry expertise. Our creative team developed materials and delivery models for conveying the enhanced brand message to key decision makers within the targeted segments.

#### Results

Our client's brand was successfully extended into the targeted segments, with significant increases in awareness and sales levels. Software product lines realized an estimated 62% awareness in the targeted segments with accompanying increases in consideration. Sales increased significantly for both service and software products, enabling the company to extend both with additional products and services.