

Case Study – Telecommunications

Background

One of the largest regional telecommunications firms in the nation had experienced lack of growth and customer loss within its business services division. Their business division's brand had deteriorated due to changes in the telecom industry, increased competition, and aggressive advertising by other telecommunications and mobile phone companies.

Company executives asked Altyris to provide a marketing and brand strategy to reposition and build market awareness of its business services division. They wanted their brand to show them as a technologically superior, highly capable, customer-focused provider of advanced telecommunications solutions for area businesses.

Actions

We developed and implemented a marketing strategy that focused on the design and growth of their new business division brand identity. The new identity worked with the corporate brand while also clearly defining their business division as a separate focus of the company. The new brand was soft-launched and promoted through television, events, Internet and radio advertising. Altyris also developed and launched calendar-driven direct mail campaigns, video presentations, and other marketing approaches to further position their brand.

Results

This award-winning campaign successfully established the company's business services brand identity, and increased the business division's market awareness by 56%. The accompanying advertising and promotional campaign yielded a 400% return on expenditures during the first two quarters after launch and established the client as a leading telecommunications solutions provider for businesses within their region.