



## Raising Awareness and Building Credibility

### GOAL

With a diverse product portfolio ranging from PC power management tools to software auditing and asset management solutions, UK-based 1E needed a communications partner to raise awareness and build credibility for the brand as the company set its sights on growth in the U.S. market.

### STRATEGY

Version 2.0 Communications designed a comprehensive program to help 1E establish and own the IT efficiency category. The program began with intensive messaging strategy to define and align disparate product messaging under one corporate brand.

Education and thought leadership campaigns followed to secure analyst validation and support and drive media and influencer coverage for 1E. Key activities included:

- Kick off of an annual Analyst Day
- Fielding independent research studies to size the market and validate benefits of IT efficiency
- Development and promotion of an eBook, “Mobilizing Your Workforce: Bring Your Own PC without the Risks.”
- Desk side briefings with key influencers
- Campaign alignment with field marketing to promote lead gen content among influencer channels and communities
- Issues response and news jacking of major IT administration headlines such as XP migration, Windows 8.1 and Windows 10 launches and SCCM migration

### RESULTS

V2 increased 1E’s year-over-year coverage by 60 percent while doubling tier-one coverage and tripling the amount of feature stories and coverage in trade publications. This coverage spanned premier mastheads including *InformationWeek*, *Network World*, *eWeek* and *CIO*.



*Version 2.0 team designs comprehensive program to establish 1E brand and own their category...*

