



Brand (re)Launch - Positioning and Awareness



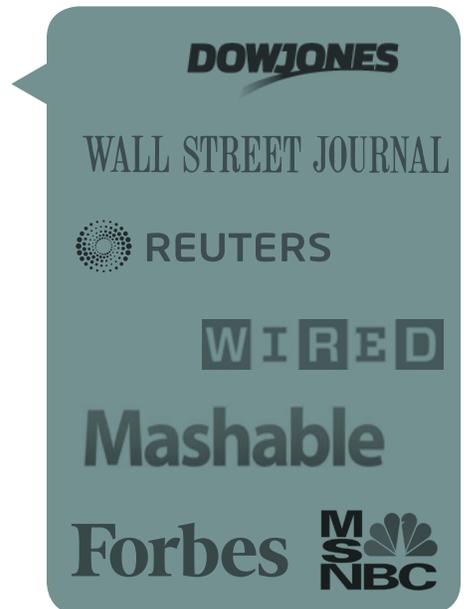
GOALS

The merger of longtime Version 2.0 client **Symphony Services** with Teleca Corp. dramatically increased the size and scope of the company. It also created a unique opportunity for **Symphony Teleca** to differentiate its expertise and offerings to serve a large cross-section of the market that previously struggled to take advantage of the tidal wave of innovation happening in the technology industry. To support the merger and shine a spotlight on the new organization, **Symphony Teleca** turned to Version 2.0 to help establish brand awareness for the new entity and position the company as a global powerhouse operating at the convergence of software, the cloud and connected devices.

STRATEGIES

Version 2.0 executed a market pre-conditioning campaign designed to introduce the new organization and leadership team to global influencers including financial and business media, mobile industry analysts and technology bloggers. News of the merger was timed to be announced ahead of the company's first public appearance at Mobile World Congress, so coverage volume and quality was paramount. With news breaking in Dow Jones, *The Wall Street Journal*, Reuters and a cadre of technology trade publications, **Symphony Teleca** was launched on a global stage and solidly positioned as a new force to reckon with in the market.

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Following the launch fanfare, Version 2.0 set out to maintain visibility and momentum kicking off integrated global communications campaigns that relied on thought leadership, news and edgy content to establish **Symphony Teleca** and its expert consultants with the media. Successful initiatives included infographics on the Car of the Future and the Next Connected Device, as well as best practices and how-to pieces on trending B2B mobility topics such as BYOD, mobile payments and the launch of the iPhone 5. Version 2.0 also helped propel the launch of *mSuite*, **Symphony Teleca's** first solution as a joint company, coordinating influencer meetings for executives, securing key trade press coverage and landing several industry award nominations.

RESULTS

Amplified thought leadership, content marketing and news generation programs have netted **Symphony Teleca** a 165% increase in the volume of media coverage. Likewise, Version 2.0 was successful in elevating the brand profile of the company from a point player in the outsourced product development space to a global player in cloud, mobility and connected devices with coverage in global and top-tier business publications such as Forbes, Mashable, MSNBC and WIRED.