



Brand Awareness and Share of Voice



GOALS

Seeking to drive demand for its Enterprise IP video solutions and firmly establish IP video as a foundational element of unified communications, VBrick tapped Version 2.0 to amplify the company's brand awareness, share of voice and thought leadership position in the IP video streaming space. As part of this expanded program, VBrick was eager to position its solutions against brand giants such as Cisco and underscore its best-of-breed product suite through a steady drumbeat of momentum news and media coverage. To support the sales effort, VBrick also needed Version 2.0 to align the communications program with online marketing and social media efforts to help drive traffic and leads to the company's website.

STRATEGY

Version 2.0 needed to move quickly to create an immediate and profound impact with the new communications program. To begin, Version 2.0 worked with senior executives and marketing leadership at VBrick to elevate the company's key messages beyond product "speeds and feeds." The new positioning framework allowed VBrick to position current and future product offerings within the context of broader market trends for enterprise IP video adoption. Not only did this new messaging hierarchy create a more compelling story for analysts and media, but it also underscored the company's desire to evangelize a vision for the unified communications market and the strategic role of IP video within the segment.

Version 2.0 worked with senior executives and marketing leadership at VBrick to elevate the company's key messages beyond product "speeds and feeds."





Following this messaging work, Version 2.0 created and implemented a multi-pronged outreach initiative to re-introduce VBrick to the influencers – media, analysts and bloggers. Leveraging trend stories, customer successes and product news, the team developed an on-going media engine that sustained VBrick well after the re-introductory tour and kept the company in the headlines.

RESULTS

A critical element of every client initiative is Version 2.0's comprehensive measurement program which allows clients and the Version 2.0 team to evaluate program performance in the context of broader market and competitive developments. Through this regular exercise, Version 2.0 tracked the considerable success of the amplified program for VBrick noting:

- A 4X increase in the volume of media coverage in top-tier outlets
- A 4X increase in the number of briefings with media and analysts year-over-year
- 75% increase in website traffic as a result of joint efforts with VBrick's web and social media teams
- Dramatically increased awareness for VBrick as a leader in the IP video streaming market through inclusion in multiple industry analyst reports