

Brand Building, Channel Penetration and Impact on Decision maker

Client:

A Global leader in the IT security (UTM) space

Problem:

The client was present in the Indian Market for many years but the presence was miniscule as compared to the Global size as well as the size of the Indian market. The company wanted to focus on the increasingly growing Indian market, which it felt was on the verge of takeoff as far as their business space was concerned. They wanted to establish the brand firmly in the mind of the decision makers as well as the Channel market.

Solution:

Finese PR worked on putting a comprehensive PR plan into action which would focus on the twin Target Audience (TA) of Decision Makers in the IT space and the Channel Partners. Accordingly media that catered to this TA were identified and zeroed in on and carpet bombing + target guided missile bombing approach was adopted for the campaign.

Finese PR figured that a typical IT decision maker was a voracious follower of trade media and the Web and this led us to design and implement an aggressive Web PR strategy which targeted the relevant sites, communities and blogs with information tailor made to suit their requirements.

Finese PR also researched and focused on the influential magazines and sites which catered to the Channels of distribution and the IT decision makers. Relevant inputs in terms of information, one on one interviews, background information, industry data, innovations and new trends etc. was constantly provided to get the desired response of dependence of these mediums on us for giving them content.

Result:

The PR campaign for the client in India became the most active amongst the 26 geographies globally that they operated in. The company was been able to attract the best and the biggest Channel partners on board. The brand has emerged as one of the strongest in the UTM space in the minds of the IT decision makers. The company is known in India today as being at the fore front of cutting edge technology in the IT security space and the company's head of Indian operations became a recognised and important player in the Indian IT sector.

The crowning moment of the entire campaign was that on the International website of the company, at any given point of time, 40% of the Media coverage emanated from India. Also the Country Manager, India became a recognised star in scheme of things for the Company globally