

CASE STUDY:

Spectrum Concepts

Devised and implemented the launch and ongoing media campaign for this new-to-the-UK software developer.

Challenge

Spectrum and its IBM mainframe software XCOM were unknown in the EMEA market, though the company had traction in the US with sales to large corporates.

The challenge was twofold: first educate an IBM-centric media in a small startup vendor with a technology they'd never heard of, then promote Spectrum as technology thought leader and drive sales through a sustained media and analyst campaign.

Objectives

- Bring a new vendor and its technology to the notice of media pundits.
- Win coverage for Spectrum, its people and its technology.
- Sell the Spectrum and XCOM story to sector technology analysts.
- Promote Spectrum's country manager as the go-to spokesman on IBM communications.
- Generate and support sales leads with quality, high-profile coverage.

SOLUTION

- Work with Spectrum to develop compelling business and technology stories.
- Roll out a series of briefings to identified media targets and analysts.
- Stage a launch event and attract 20+ media and analyst attendees.
- Broker longer term relationships between Spectrum people and the media.

Result

Spectrum punched well above its weight, including extensive coverage in the industry's leading weekly title, exceeding the exposure it had gained in its US home market. The company went on to win large orders from British Airways and the global SWIFT banking conglomerate, both customers revealing press coverage had played a part in their decision.

Later Spectrum was acquired by Legent corporation (now CA), with press coverage being cited during negotiations. Impressed by the Spectrum results, Legent then engaged Sage Partnership to handle its own account in EMEA.