

# Case Studies



# Uptime @ Crunchtime

Authority leadership marketing and demand generation campaign focused on the need for data speed and uptime at critical business inflections



Sponsored By:



- More than 250 leads generated through program participation and content downloads
- Engagement with senior IT professionals from companies like UBS, Estee Lauder, Cognos, Novell, E\*TRADE, Verizon, JP Morgan Chase and others
- 5 million+ media impressions in business and tech trades including the Wall Street Journal

# Lean & Green

Authority leadership marketing and demand generation campaign underwritten by BlueArc to promote datacenter enviro sustainability and efficiency



- More than 500 actionable lead contacts from survey responses, registrations and downloads
- Leads include IT leaders from Chrysler, Citibank, Philips, Bloomberg, Ernst & Young, Lockheed-Martin, Google, Ford, Eli Lilly, Tyco, Bosch, U.S. Dept. of Energy, U.S. Dept. of Commerce, National Australia Bank, First National Bank of South Africa, Siemens, Carnegie Mellon, Harris Interactive, Infosys, EDS, Mercer, Ricoh, National Park Service, IBM, HP, NetApp, Seagate, Cisco, EMC, Juniper, BMC, Ingram Micro, Dell, Bull, Nortel, CA, Microsoft, Alcatel Lucent, and others.
- More than 2 million media impressions in top technology publications such as CIO, NetworkWorld, InformationWeek, eWeek, Baseline, GreenerComputing

Sponsored By:



# Think Eco-Logical

Milestone thought leadership initiative sponsored by SGI and Intel to combine environmental concern and commitment with rational business management in the data center



- Development of industry-first interactive Eco-IT Monitor to gauge direct effect of eco measures on data center and power costs, carbon emissions
- Over 1000 downloads of program reports and whitepaper
- 125 additional highly qualified leads in first few weeks of launch of interactive Eco-IT Monitor calculator
- Leads and executive engagement with Sony, Merrill Lynch, GlaxoSmithKline, Intuit, Orange, Citi, McKesson, Disney, Sprint, Yahoo!, Time Warner
- More than 20 prominent media articles on program and launch

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# CLOSE

The Coalition to Leverage and Optimize Sales Effectiveness (CLOSE) was launched to provide sales and marketing executives with a peer-powered community to derive best practices to best align sales and marketing and drive bottom line growth



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**ORACLE** THE WALL STREET JOURNAL.

- Development of a content rich membership portal providing first-look content to sales and marketing executives
- Aggregated over 14,000 members within first six-months of operation; engaged with a total of 9,000 additional executives through content downloads
- 6-global workshops aggregated insights from over 100 sales and marketing executives to develop the first state of global marketing and sales alignment benchmark
- Delivered over 16,000 leads to sponsor organizations

# Protection From Brand Infection

An extension of the *Secure the Trust of Your Brand* initiative, this program highlighted the vulnerabilities, challenges and critical areas of ownership and responsibility specific to counterfeit and fraudulent use of brand



Media Coverage In:



THE WALL STREET JOURNAL.

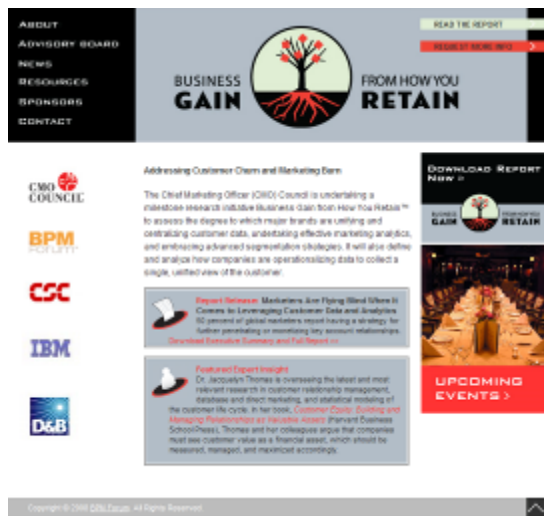
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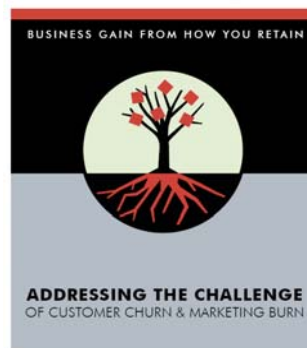
- Generated over 400 downloads from brands including Visa, CA, Qualcomm, Apple, Microsoft, Dell, Swatch, Cisco, Allstate, Canon, Dolby Laboratories and more
- Aggregated executive insights from brand leaders including Guthy Renker, Underwriters Laboratories, Disney, New York Life Insurance, Samsung, Hitachi and more
- Media coverage included articles in USA Today, Adweek, BtoB Magazine, Forbes.com, The Financial Times and Wall Street Journal Radio

# Business Gain From How You Retain

Assessed the degree to which major brands are unifying and centralizing customer data, undertaking effective marketing analytics, and embracing advanced segmentation strategies



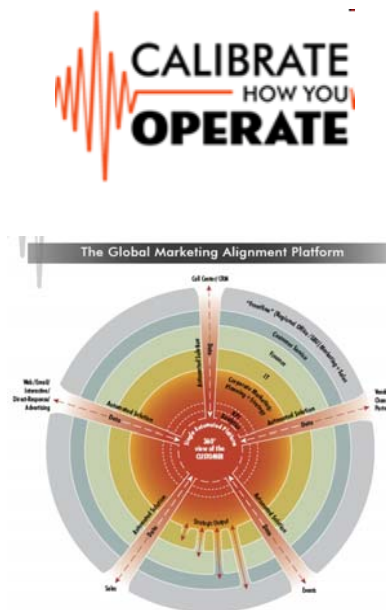
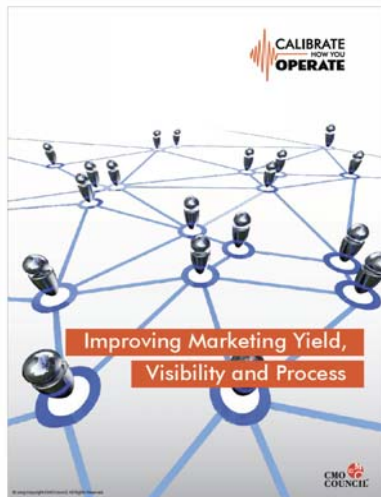
Sponsored By:



- More than 750 leads delivered to sponsorship coalition
- Webcast included speakers from CSC, Iron Mountain and Gateway Computers discussing data integration and customer retention best practices
- Brands engaged through research leadership include Continental Airlines, Orange, Capitol One, Fujitsu, Avaya, Nortel, Comcast, Adobe and more

# Calibrate How You Operate

Placed sharp focus on how to optimally structure, resource, and run today's digitally driven, customer-centric, globally distributed, cross-cultural marketing organization.



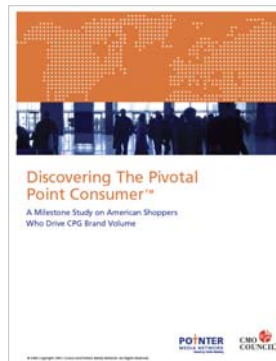
- Through qualitative and quantitative interviews, developed a comprehensive visual model of an optimized marketing model
- Generated over 800 leads for sponsor, including introductions to brands like Limited Brands, SAS, Kodak, Aon, Zurich Financial, Franklin Templeton, and BMW
- Significant media interest and exposure in outlets including Brandweek, eChannelLine, BtoB Magazine, Forbes, MediaPost and beyond

Sponsored By:



# Catalina Marketing

Ongoing two-year relationship to build Catalina's leadership profile in precision marketing and alternative media and showcase its capacity to track and analyze household-level purchasing behavior.



- Repositioned Catalina as preeminent targeted media alternative for CPG & retail brands
- Created Pointer Media Network with new brand identity, web site and collateral targeting agencies and media buyers
- Launched major studies showcasing Shoppergraphics data & insight.
- Drove thousands of content downloads, resulting in hundreds of qualified leads
- Secured high-profile coverage in the Wall Street Journal, New York Times, USA Today, Forbes, Financial Times, AP, Reuters, AdAge, Adweek, Brandweek, Progressive Grocer, and Supermarket News

# NComputing

Ongoing two-plus year relationship to establish start-up NComputing as global leader in low-cost virtual desktop systems for education, business and developing economies.



THE WALL STREET JOURNAL



THE TIMES OF INDIA



- Positioned and packaged as disruptive new technology provider meeting the computing needs of the next billion users
- Global launch campaigns in North America, Germany, U.K., Eastern Europe, India, China, Indonesia, Thailand, Africa, Australia, Brazil and Mexico
- Secured major awards, including Wall Street Journal Technology Innovation, Frost & Sullivan Green Excellence, and Gartner Cool Vendor
- Generated hundreds of millions of media impression including the Wall Street Journal, New York Times, BusinessWeek, AP, BBC, Economic Times of India, Times of India, International Herald Tribune, Estado de San Paulo, and Computerworld Kenya

# The City of San Jose

Multi-year engagement to represent the City of San Jose to national and international media and influencers to position the city as a center for innovation, creativity and opportunity.



Message Architecture

Message	Target Audience	Key Message	Supporting Message
San Jose is the preeminent center for leading businesses, startups and entrepreneurs	Investors	San Jose is the preeminent center for leading businesses, startups and entrepreneurs	San Jose is the preeminent center for leading businesses, startups and entrepreneurs
San Jose is the preeminent center for leading businesses, startups and entrepreneurs	Entrepreneurs	San Jose is the preeminent center for leading businesses, startups and entrepreneurs	San Jose is the preeminent center for leading businesses, startups and entrepreneurs
San Jose is the preeminent center for leading businesses, startups and entrepreneurs	Government	San Jose is the preeminent center for leading businesses, startups and entrepreneurs	San Jose is the preeminent center for leading businesses, startups and entrepreneurs
San Jose is the preeminent center for leading businesses, startups and entrepreneurs	Academics	San Jose is the preeminent center for leading businesses, startups and entrepreneurs	San Jose is the preeminent center for leading businesses, startups and entrepreneurs



THE WALL STREET JOURNAL.

The New York Times

BusinessWeek



BBC

REUTERS

- Developed comprehensive message platform and worked with city officials to train evangelists and spokespeople
- Secured millions of media impressions from outlets like *The Wall Street Journal*, *New York Times*, *Forbes*, *Reuters*, *AP*, *BusinessWeek*, *The Financial Times*, *BBC*, *Investor's Business Daily*, and more
- Crafted the Venture Vitality Report to benchmark economic opportunity through venture funding. Called attention to San Jose as a region of extraordinary opportunity thanks to high levels of new business starts, talented workforce and funding wealth

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