

Case Study: Client Engagement Marketing Collateral

The client

TELECOM EXPRESS



The challenge

Telecom Express was looking for a simple and structured way to quickly engage potential clients and partners with a full view of all aspects of campaign and solution design, and to communicate how their services reach audiences effectively and profitably.

Market context

Telecom Express is a leading provider of white label interactive services and solutions primarily for major media brand owners. Telecom Express focuses on delivering innovation, creativity and excellence to generate meaningful revenues and customer insight.

Approach

FirstPartner applied their proven Market Map development methodology to fully communicate Telecom Express' market positioning and messaging. Client Workshops were held to:

- Confirm the detailed scope of the Market Maps
- Confirm the key messaging that the Market Map needed to convey to the target audiences

Key deliverables

FirstPartner delivered the fully researched and client branded Market Map in electronic format to allow distribution by both electronic and printed methods.

Results

The Market Map is currently in use by Telecom Express in client and partner engagements as a key tool to communicate their capabilities.

*“**FirstPartner** delivered a deep and insightful piece of research presented in an easy to use visual format. The **Market Map** has provided us with a valuable tool to communicate the full value we can deliver. **FirstPartner** has helped us ensure our clients fully understand all the capabilities we offer to deliver a successful campaign”*

Rob Ellis
Managing Director,
Telecom Express

