

CASE STUDY

DEVELOPING VERTICAL VALUE PROPOSITIONS

Creating new market messages and sales collateral

CBRE

The Client

The CBRE Data Centre Research team has been providing in-depth reports on the colocation markets since 1999. They produce detailed, country-specific research reports, pricing studies, competitive analyses and more to help clients keep up to date with prominent and emerging trends, identify opportunities, and have a clear understanding of markets that can be difficult to navigate.

The Challenge

The Data Centre Research team are highly regarded in the market, however, a marketing campaign was needed to help raise awareness of the range of products and services they offer.

They were also expanding their Premier Colocation Report coverage of markets to include Madrid, Berlin, Stockholm and Warsaw alongside the FLAP-D markets already covered.

The Solution

Conscient designed a quarter-long campaign focusing on LinkedIn collaterals to raise awareness of the Research team's extensive capabilities, as well as producing marketing materials including a sales brochure and

accompanying one-pager for direct use with potential clients.

Engaging LinkedIn assets such as videos were also produced to promote the new regions covered by the Premier Colocation Reports. These assets received good engagement rates and helped to demonstrate the breadth of coverage provided.

The Outcome

The campaign received high engagement on LinkedIn which reflected an increase in awareness of CBRE's Data Centre Research capabilities.

The team were also supported in their conversations with potential clients with up-to-date and engaging marketing materials.

“The Conscient team have proven to be an invaluable resource to CBRE's data centre research team. They've given us very helpful marketing advice, timely turnarounds and compelling content. It's a pleasure to work with them!

**Kevin Restivo, Director,
CBRE Data Centre Solutions**