

## Reimagining Industry Marketing

### Challenge

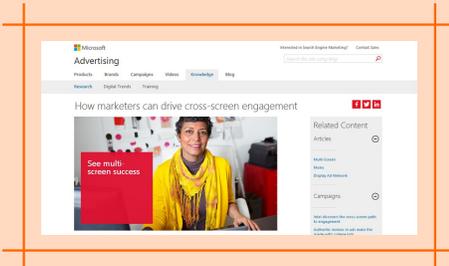
Microsoft was challenged articulating its value to CMOs and marketing departments across the Global 1000 in a creative, scaled and measurable way.



### Strategy

After a thorough outside-in and inside out review, we approached tackling this challenge in 4 key ways:

- Realign go-to-market with sales leadership to create industry-specific sales organization and prioritize top 100 key accounts by revenue and revenue potential.
- Reposition MSFT as advertising and marketing leader across 10 prioritized industries.
- Rebuild and implement integrated marketing plans including industry / public relations, trade advertising, inbound and outbound marketing, market / competitive research and sales enablement.
- Redevelop industry marketing systems to support over 1000 sales executives by creating a web-based sales enablement platform that delivered thousands of customized sales collateral materials.



### Benefits

Our approaches provide MSFT the following benefits:

- 5 point lift in year / year customer perception
- 2 point lift in NPS
- Reduction of collateral TAT by 400% to 1.5 day average

## Revenue Result

20% Y/Y Growth for Supported Industries

**Let us help your company.**