

Connecting global industries



Brief

- Orange Business Services offers Australia's multinational business community access to the world's largest IP network. France Telecom launched the Orange Business Services brand in Australia in 2006. The consumer brand Orange, which had been widely advertised, had been dropped from use in Australia following an OEM partnership but continued to confuse business customers
- Primary was brought on to rebuild Orange Business Services' brand and reputation. Primary was kept on to continue building the company's profile amongst local media and industry influencers

Strategy

- Primary designed and implemented a comprehensive integrated communication strategy to build relationships with local media and drive positive coverage surrounding new customer wins, partnerships, technologies, and thought leadership. This was achieved through news announcements, media events, and identifying and coordinating media interview opportunities
- Primary developed detailed messaging platforms for Orange Business Services' ANZ team and conducted personalised media training for local spokespeople
- Early in the campaign analysts were fully briefed on the changes via a series of briefing sessions with both local and international executives. Companies included IDC, Gartner, and Frost & Sullivan

Results

- Awareness of the Orange Business Services brand has been raised amongst key markets through consistent coverage in telecommunication, traditional IT and business media channels
- Coverage has continued to grow year on year
- Built relationships with key international business organisations
- Improved channel communication through the coordination of several successful supplier events, including an event linked to CeBIT
- Successful analyst briefings and coverage of visits from international executives

