



FatWire[®] SOFTWARE

FatWire software has become the leading vendor for dynamic enterprise Content Management (CM) solutions. The strengths of FatWire are their cutting edge technology that is fast to market, along with flexible and scalable solutions that are easy to implement. Prior to actively marketing their CM

products, we helped define the FatWire brand vision, establish a value proposition and frame a brand hierarchy for its products and services.

FATWIRE

Evolving performance-based software into an e-business brand

Through qualitative research, we uncovered that FatWire's current positioning lead to difficulty articulating their capabilities to key audiences. Three insights emerged upon which the new brand vision was built:

- What we will be: Enabling technology that harnesses the Web
- Who will we be: A powerful, approachable advisor whose knowledge and insights help you achieve your goals
- What essential equity do we possess: Putting content to work

Additional strategies were implemented to help align with key partners in order to gain a halo of positive attributes. The leverage of these associations would be well received via promotion or demo offers, encouraging a hands-on approach to gain more experience. Positioning the customer as an ambassador through user seminars, Webinars, peer-to-peer selling and customer advisory panels, were all strategies which played into the core of the Power brand.