

RAISING INDUSTRY PROFILE: SUPPORTING A TECH COMPANY'S GROWTH AND MARKET REPOSITIONING

SUMMARY

Building profile through media engagement, industry awards and creative content to support a technology company's growth and repositioning in the travel and leisure sector.

THE SITUATION

REPOSITIONING THE CLIENT AS A TECHNOLOGY LEADER AND INNOVATOR

The client was beginning a major shift in its positioning, having grown from an acclaimed industry website design and digital marketing agency to an innovative technology company. In addition to developing its own products, the client acquired a legacy platform and launched a consultancy division.

Haynes MarComs' brief was to raise awareness of the client throughout the hotel and hospitality sector, alongside positioning its senior spokespeople as experts in their fields, and building buzz around the client's growth story.

THE PROCESS

MAGNIFYING THE CORPORATE STORY THROUGH THIRD-PARTY RECOGNITION

Haynes MarComs employed the following tactics to gain recognition for the fresh approach the client was taking:

- **Press releases:** regular seeding of stories to relevant media including hospitality trade, business, marketing and technology titles. Topics included corporate investment, board and senior management appointments, and product announcements.



- **Thought leadership:** implemented a content plan to position senior stakeholders as leaders in their fields, including hotels, ecommerce and technology. Haynes MarComs also created content to complement the client's existing commercial partnerships, maximising the return on their advertising and sponsorship investments.
- **Awards:** identified a cross-section of awards within travel and complementary verticals such as business and ecommerce. Drafted nominations on behalf of the client, as well as selected partners to highlight successful real-world applications of its technology solutions.
- **Content delivery:** created a content plan to support key marketing messages and tap into wider industry topics. Haynes MarComs activated the plan, devising content for White papers and Blog posts.
- **Media training:** Haynes MarComs provided training sessions for senior managers to improve their confidence and understanding of the media industry, as well as prepare for public speaking engagements.



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THE IMPACT

RAISING THE CLIENT'S PROFILE AS AN INNOVATOR AND ECOMMERCE LEADER

In the first year of collaboration, Haynes MarComs helped the client diversify its reputation, shifting it from a marketing and design agency to the leader in hotel ecommerce. Key results include:

- **Press coverage:** through press releases, thought leadership and award wins, Haynes MarComs generated **124 pieces of coverage** in the first year, reaching an **audience of almost 219 million**. Outlets included: Skift, Phocuswire, Travolution, The Caterer, European Spa Magazine, Spa Business, Business & Innovation Magazine, Retail Tech Innovation Hub, eCommerce News, and CMO Tech.
- **Award success:** Haynes MarComs created a selective awards schedule, nominating the client and its key customers for technology and innovation awards. In the first 12 months, the client was shortlisted for **54% of awards entered, winning almost 30%** - with some yet to be announced!

THEY SAID

"Haynes MarComs' expertise in the technology and hospitality industries has taken our marketing to the next level. From writing winning award nominations to spotting opportunities in sync with our target audiences - the team at Haynes MarComs have continually raised the bar. They have become truly integral to our team as we undergo corporate transformation"

- Director of Marketing, Hotel Ecommerce

WE SAID

Historically, the client had received very little media coverage, growing their business through its customers word-of-mouth. In the first year of our partnership, there has been plenty of exciting news to share which certainly helps gain traction with the media, but we have also been able to call upon our existing media relationships to participate in industry features.

A true partnership, the client's transparency and customer relationships have helped achieve stellar results during awards season, as well as substantial media coverage. They understand the value of data and are willing to share their industry insights to drive narratives within their chosen markets. They have ambitious future plans - and we're excited to be helping them on their journey.



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