

CASE STUDY · 01

MARKETING TECHNOLOGY SERVICES · INTERNATIONAL

How a marketing technology services firm became a credible global player while meeting clients at their level across nine offices.

SECTOR	Marketing Technology Services · International
OFFICES	Nine across the Middle East, Africa, America and Europe
STAGE	Scaling from outsourced services provider to consulting firm

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The brand had to operate at two levels in parallel — and close the gap between them.

The business needed a consistent brand that met global positioning requirements — able to stand alongside major marketing technology partners — while simultaneously delivering cutting-edge client engagements adapted to the maturity level of each market. Nine offices across four regions, each at a different point of development.

The gap was not between ambition and capability. It was between the global standard the brand needed to hold and the local reality it needed to meet.

The brand concept had to facilitate both variables and champion the customer.

The brand had to be breakable — able to be taken apart and deployed differently across markets — while remaining instantly recognisable in every context. A digital-first approach was required to support teams in delivery and ensure consistency at scale. It had to always be considered, smart and applied intelligently.

That meant the answer was not a brand. It was a brand framework.

"Rebranding a founder-led business is rarely just about the brand. A central part of the process was making sure the right people were heard early — teams across all nine offices were interviewed before we started and brought into key review points throughout. When we presented the final brand to the founder, they cried. That was the moment we knew we had got it right."

Thirteen initiatives, built on four foundations.

- 01** Planning, planning, planning. The most time was spent here — planning across the whole business before a single asset was designed.
- 02** Stakeholder interviews, inclusion in the process and buy-in from the start. Stakeholders included clients, partners, C-Suite, industry influencers and the team.
- 03** Built a brand framework and not a brand concept. The framework could be applied consistently, adapted locally and scaled without ever needing to be rebuilt.
- 04** Collaborated with each business team on the impact of the brand change and worked alongside them to manage the transition.
- 05** Built cheat sheets, guides and training to ensure everyone across nine offices spoke the same language and presented the brand with the same confidence.
- 06** Worked with sales to design and build a toolkit they actually needed to support their engagements and make them more efficient and effective.
- 07** Focused on account-based marketing strategies, building on the efficiencies gained in sales delivery.
- 08** Built a global RFP library to increase response times and reduce resource drain.
- 09** Supported client conversations with an extensive thought leadership strategy.
- 10** Partner marketing support to strengthen positioning alongside major marketing technology partners.
- 11** Voice-of-customer initiatives to ensure the customer remained at the centre of the experience.
- 12** Ran quarterly reviews on primary touchpoints to ensure brand consistency, experience and tone across all nine offices.
- 13** Worked with HR to develop recruitment strategies to ensure new hires could represent the brand at the standard the framework required.

WHAT CHANGED

A marketing technology services business successfully positioned as a global consulting firm — balance between global leadership and local relevance achieved.

Nine offices aligned around one brand and one framework, while retaining the flexibility to engage clients at their level of maturity. Commercial growth followed because the positioning, the tools and the people were working in the same direction.

30%

improvement in marketing efficiency

50%

increase in output

NPS

improved consistently

RFP

response time reduced

**9
offices**

one brand, one framework

FIND OUT WHERE YOUR GAP SITS

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