

In the frantic pace of the dot-com world, ITradar sought Snow to help it quickly capture its market and beat out its competitors.



## Building Corporate Identity from Scratch



Can IT Managers Be Heroes?

This independent business-to-business Internet trading exchange that matches the buyers of IT services with IT service providers was not the only one in existence, but it was the first to dynamically filter IT service buyers in their local markets.

Snow's goal was to use PR to position ITradar as the leader and expert in Internet-based IT services procurement, and create an identifiable "look" and brand.

### Our Approach

- Develop a list of technology infrastructure targets, or influencers, and go after their endorsements.
- Tell the ITradar story from a business angle as well as a technology angle.
- Use the Web to get the word out.

### Our Actions

- Launched news releases and media pitches on a national level.
- Followed up with regional releases announcing the opening of each metro market.
- Developed a press kit, including a corporate overview and an "at-a-glance" piece.
- Developed an effective "hero" ad campaign and a new corporate identity system.
- Developed an HTML email marketing campaign.

### The Results

- Garnered media coverage from seven major publications, including *Information Week*, *Interactive Week* and *TechRepublic.com*.
- Arranged more than a dozen media interviews with the likes of *PCWeek*, *Forbes* and *The New York Times*.
- Arranged briefings with several industry analysts, including Aberdeen Group and Yankee Group.
- Created an ad campaign and placed it in more than 30 publications, including *Forbes* and *Business 2.0*.

Above, the "heroic" ad theme Snow Communications created for ITradar.

A circa-1940s black and white photo of a squadron of WWII fighter pilots lounging before their planes illustrates ITradar's effectiveness in saving time and gaining efficiency for their clients.