



HOW LATITUDE HELPED QUBE INCREASE TURNOVER BY £500,000 WITHIN A YEAR





QUBE
NETWORKS

PROJECT RESULTS

- IMPROVED AND CONSISTENT BRANDING ACROSS ALL INTERACTIVE CLIENT TOUCHPOINTS
- CLEAR BRAND GUIDELINES AND A STRUCTURED PLATFORM OF FUTURE MARKETING INITIATIVES
- EXHIBITION STAND CONCEPTS AND MARKETING INITIATIVES THAT DROVE OVER 2500 VISITORS TO THE QUBE STAND AT INTERNET WORLD 2008 OVER TWO DAYS AND RESULTED IN OVER 400 POTENTIAL BUSINESS LEADS
- £500,000 INCREASE IN TURNOVER WITHIN THE FIRST YEAR



LATITUDE'S IDEAS ARE FUN AND SPOT ON. THEY HAVE PRO
NEVER LET US DOWN. I WOULD HIGHLY RECOMMEND THEM

POLLY ARROWSMITH
CEO, QUBE NETWORKS

OVEN TO WORK UNDER VERY TIGHT DEADLINES AND HAVE

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THE CLIENT

Qube Networks is a UK-based managed hosting and IT infrastructure provider to clients such as Betfair, Just Giving and Westminster City Council. Their services include Tier One hosting, managed services and co-location. They are also Level 3's biggest European re-seller.

THE PROJECT

Latitude was given a brief to re-brand Qube in order to convey their size, quality of service and experience within the managed hosting industry. We were also asked to create a business to business marketing strategy and produce exhibition materials and brochures for two exhibition shows at Earls Court. The idea was to fulfill and enhance the B2B offering to Tier 1 clients requiring a high level of service and 0% outage connectivity. In other words, businesses that need to stay online at all costs.

THE SOLUTION

PHASE 1: LOGO, STATIONARY & WEBSITE DESIGN/BUILD:

Initially Latitude needed to:

- Gain an understanding of the typical sales cycles of Qube's clients
- Completely understand Qube's offering and analyse what made them unique in the market place.

We started by spending time reading Qube's literature to really get under the skin of what they provided as a service. We then conducted question and answer sessions with CTO Tom Howard and undertook a detailed study of the competition. What we discovered was that many of Qube's competitors were selling themselves mainly on the premise of 'support'. Only a select few of them were focusing on what we considered to be the main reasons for client buy-in: the planning, delivery and security of the service.

Based on this, we created a simple 4 word delivery mechanism describing how Qube stood apart from their competitors: Infrastructure, Management, Security and Delivery. Once agreed, Latitude set about re-designing the layout, navigation and communication structure of the website to create an iconic view of this USP.

Our research also found that most competitors had focused their content and sales messaging on the IT Director. Although key to the decision making process, IT directors are not usually the ONLY decision maker. Latitude helped create a sales structure that enabled all decision makers to easily access the required information needed for them to make an informed decision, creating targeted sales content for the business owner, the Financial director and the IT director. To back this up we also created a 32 page brochure to complement the site and to be used as a give away at exhibitions. Inside was a pocket in which to insert the distinctive and new business cards we had created which were designed to look like security 'swipe' cards - a subconscious message that was promoted our message every time they were given out.

PHASE 2: B2B MARKETING & EXHIBITION DESIGN

Once the rebrand was finalised we needed to promote Qube to their selected target market. Qube had two exhibitions planned and Latitude worked closely with them on creating the concepts, exhibition stands and sales materials required.

The first show, Business Continuity, resulted in over 2000 people visiting the stand. That was from a total event attendance of 2500. Following this success we worked with Qube to deliver an even tighter campaign and better post show interaction at Internet World.

Using a pre-show mailer sent to all registered delegates we successfully managed to drive 3500 people to Qube's stand over two days. BT's representatives called it "The best stand they had ever seen". An efficient post show sales structure enabled us to contact everyone who came to the stand, all of whom were placed in a database for future contact.

B2B NETWORKING

Following these shows, Latitude helped Qube create and develop the IT Directors Networking Group. This was launched as a quarterly event with lunch at The Ivy and was specifically aimed at encouraging attendees to network, swap knowledge and discuss ideas.

For Qube it provided access to a number of non-client IT directors who would talk to and receive testimonials from existing clients. Latitude designed the invites, emails and badges for the delegates and also helped structure the meetings.

WEBSITE DESIGN



EXHIBITION BANNERS



EXHIBITION SCRATCHCARDS

SERVICES BROCHURE



INTERNET WORLD EXHIBITION STAND, EARLS COURT



THE WINNING TICKET

IF YOU WOULD LIKE MORE INFORMATION ON THIS CASE STUDY OR
IF YOU HAVE A PARTICULAR ISSUE THAT YOU'D LIKE TO DISCUSS,
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