

Case study Damovo

CLIENT

Damovo Group specialises in mission-critical, highly secure communication environments where communications cannot go down. Comprising 6 regional businesses and Damovo Global Services, its operations span 100 countries worldwide.

TASK

Damovo was looking for an agency with the expertise to develop its strategy and brand, both offline and online. The main driver behind the project was to unify the existing set of disparate localised online and offline assets, relaunch Damovo as one truly global organisation and grow the Damovo business.

Following a recommendation from a previous Oculus client, Damovo invited us to an initial 'getting to know you' meeting, during which we presented mood boards and showcased Oculus' history in the sector. The Damovo team liked what they heard and saw and our relationship has grown from there.

ACTION

Drawing on our considerable experience and success in B2B and technology marketing, Oculus carried out a brand audit and investigative competitor research, drilling down to

establish exactly what the company stands for, its specialisations and USPs.

Underpinned by our findings and recommendations document, we then set up a strategic meeting with Damovo so that we could gain a full understanding of their thinking and develop the Damovo story.

Our creatives based our subsequent presentation on the 'One Damovo' rationale, which alongside the essence of Damovo (DaMoVo: data, mobility, voice) formed the core of our winning strategy. We presented three creative routes and Damovo picked one to run with and with no changes - they loved the concept and as it was.

We then delivered:

- Messaging, straplines and value proposition
- Design concepts for the overall look and feel (while retaining the existing logo)
- A corporate brochure to support the repositioning

- A brandbook (corporate visual identity) for use across all digital and print assets
- Template assets

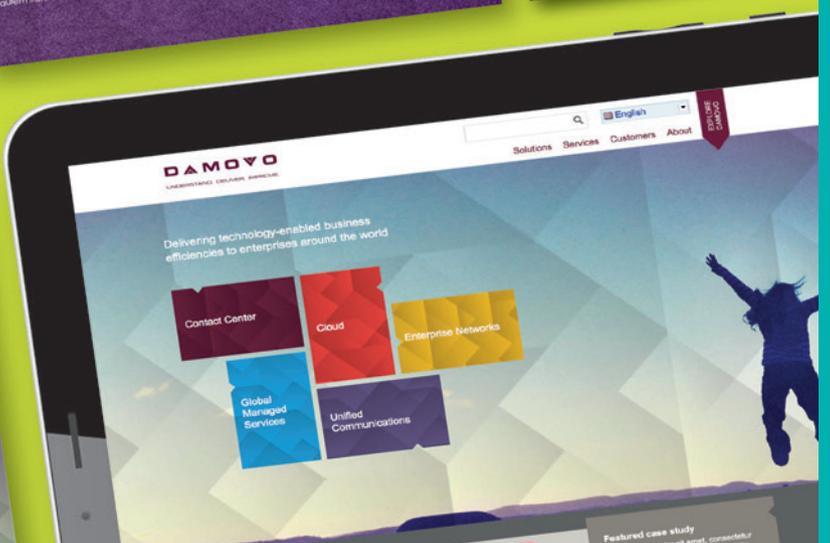
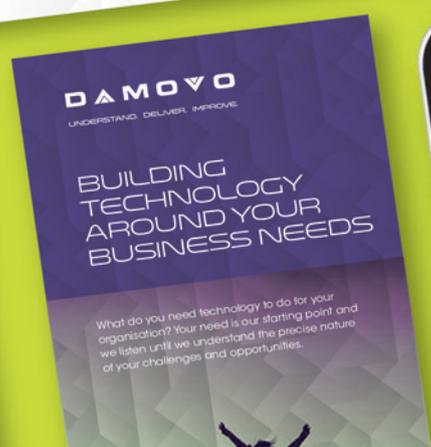
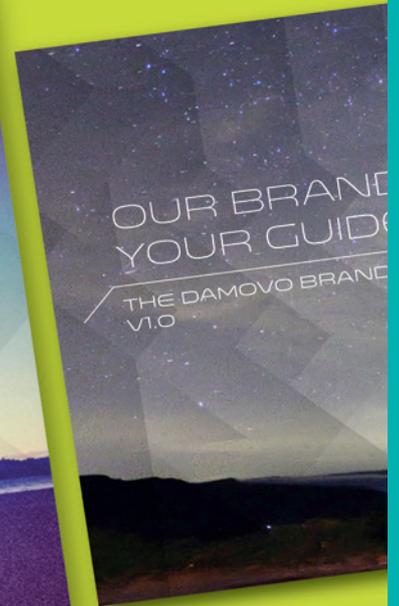
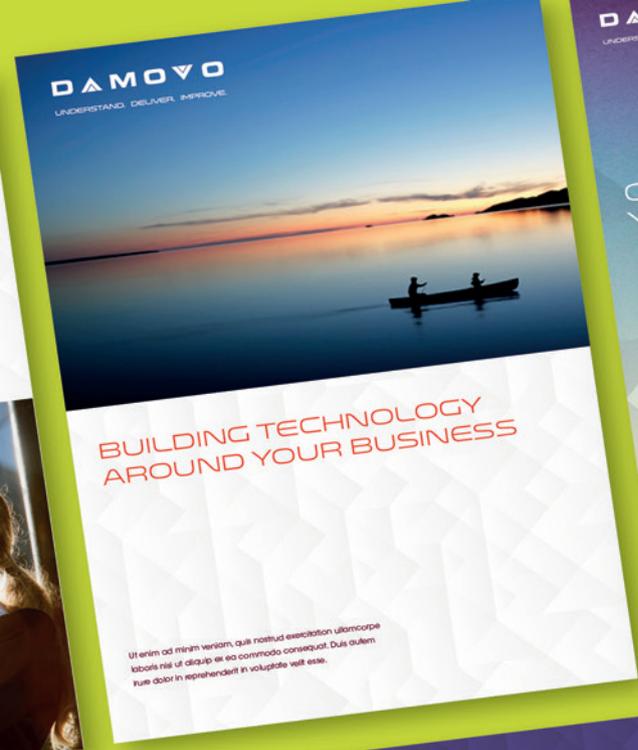
RESULT

Having established a solid footing for the brand, we are now using our digital marketing expertise to help Damovo develop one core multi-language website that houses all relevant information and facilitates lead generation across the group. In short, to deliver the strong online presence essential to Damovo's positioning as a global player.

FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website





“Oculus understood our requirements well. Their creative ideas were innovative and well thought out, resulting in a rebrand that has strengthened our visual identity and messaging.”

Michelle Brodrick, Marketing Director UK&I, Damovo

