



TAPPING INTO TRUE TECHNOLOGY BRANDING EXPERTISE

How bringing on a new agency helped a retail technology leader build its brand

What happens when your agency just doesn't "get it?" When it comes to business-to-business technology expertise, many agencies claim experience. But most of them don't truly focus their work and careers on B2B technology clients day in and day out like we do at Padilla. It's this dedication and passion that makes all the difference.

One example of this is a major software retail technology solutions division. Nearly five years ago, Padilla was asked to help the software brand communicate the role it plays in retail transformation, after a previous agency wasn't able to understand and articulate the technology. Our task was to work with media and influencers to expand understanding and coverage of the brand, technology innovations and retail successes.

HELPING RETAILERS THROUGH TRANSFORMATION

Today, retailers are in the midst of a huge transformation as they attempt to maintain relevance in brick-and-mortar, boost digital and physical store sales and improve the customer experience across all sales channels. Software is playing a pivotal role in this transformation and Padilla continues to help our client articulate its message to reach buyers and influencers across the globe.

INCREASING SHARE OF VOICE

Through our work, our client increased its share of voice and credibility in the retail space each year. The brand's thought leadership status improved in the areas of big data, mobility, payments, analytics, security, marketing and how retailers can create a better "customer experience."



CASE STUDIES OF DISTINCTION

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Padilla managed all retail-focused thought leadership, messaging, media placements and content development. Our unparalleled media relationships and understanding of retail technology have been critical to success of the program.

CONTENT IS KING

As the core content development arm, Padilla developed both editorial and paid placement content in-house and shared it over relevant media, our client's owned channels and third-party channels. We coordinated conversations and formal briefings with media daily to facilitate media coverage. We arranged in-person discussions at core events including NRF (more than 60 press meetings annually) and an annual customer event (where media attendance has increased year over year with our management of the program).

GLOBAL SHARING

Content we developed was regularly shared across all regions our client serves, allowing global retail teams to leverage content and messaging further, customizing and localizing content as needed. In addition, Padilla supported the social and blogging teams with custom content and ideas to expand messaging across new digital channels.

ABOUT Padilla

For nearly two decades, Padilla has provided PR and marketing counsel for emerging and leading (B2B) technology corporations selling into a wide range of industries, including healthcare, financial services/commerce, retail/hospitality, customer service, industrial/chemical, agriculture and more.

We serve clients across the globe with experienced professionals who love the challenge of building reputations for companies with complex technology stories. Whether it's building credibility through traditional or social media relations, creating or reinvigorating a brand or launching new products and services, our team develops PR and marketing strategies that help our clients not only generate awareness, but also qualified leads to grow revenue. It's how we are wired.