



CASE STUDY

DATACOM

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JAMES STAINTON

GENERAL MANAGER - MICROSOFT GO-TO MARKET
DATACOM

THE CLIENT

Datacom is a highly successful, multi-award-winning technology business. Founded in New Zealand over 50 years ago, its revenue now is over \$1 billion. It is one of Asia Pacific’s leading locally-owned IT service providers, with more than 4,800 staff across 23 offices in 16 countries, including Australia, Malaysia and the Philippines.

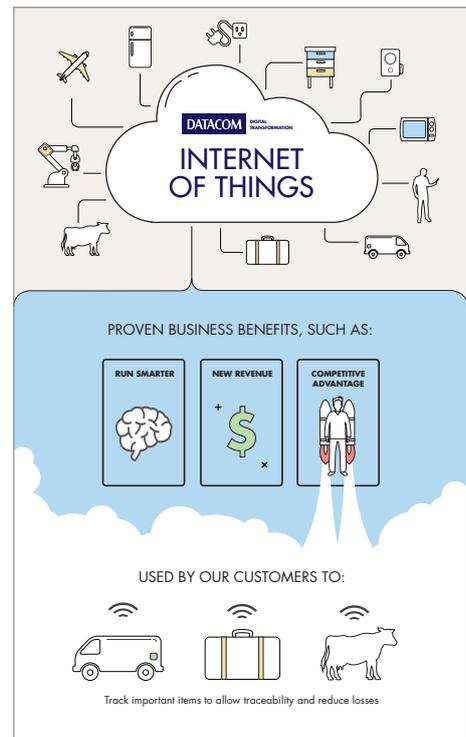
THE OPPORTUNITY

In the rapidly transforming global IT industry, you need to keep self-disrupting and evolving to stay ahead of the competition. This makes continuous innovation essential.

So Datacom is always developing new services and solutions, or re-working existing offerings, to meet its business customers’ current and predicted future needs.

Clear, engaging, high quality content is required to go to market successfully, of course. This content must be true to the brand and stand out from the crowd. In particular for Datacom, it needs to form a sales toolkit for account managers to use to generate and nurture leads, and help convert these leads to customers.

This opportunity called for Hubbub’s content strategy, message development, copywriting, digital design and production services.



THE SOLUTION

We created an array of digital and hard-copy content for the Microsoft team at Datacom who were launching a series of services and solutions across the Asia Pacific region via multiple offline and online channels. This content included animated explainer videos, infographics, PowerPoint presentations, two-page product summaries, web copy, press releases, blogs, eDMs, social posts, and pull-up banners for events.

We worked closely with a range of business-unit leaders on campaigns, helping to shape key messages and ensuring the content produced was compelling and easy to digest, rather than dry and dense. Everything was faithful to Datacom’s core look and feel, with an added vibrancy and light-heartedness that made it all the more appealing and impactful.

THE RESULTS

The content delivered to Datacom has been central to the consistent success of the campaigns the Microsoft team has run over the past year. Account managers have been equipped with powerful tools that enable more effective lead generation, nurturing and conversion, and upsell to current customers. Their efforts have been supported by ‘air cover’ digital content on Datacom’s website and social channels.

“When it comes to technology, there is no subject Hubbub cannot tackle with confidence and skill. No matter how vague the initial brief, they just ‘get it’, delivering top-quality creative content that generates positive interest and action in the Asia-Pacific market.”

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