

EXTENSIVE BRAND
AWARENESS PROGRAM FOR
A YOUNG SOFTWARE
DEVELOPMENT COMPANY



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THE CLIENT:

EvoSoftware is a young high-standards company with solid background in software applications development and implementation. Their competitive advantage is the **rich project portfolio** achieved for worldwide clients in software development, testing and product implementation.

THE CHALLENGE:

Our client needed to quickly increase brand awareness on the Romanian market and reach the right targeted audience for its software development and ERP, CRM products implementation. The company required strategic communication solutions that would sustain the company brand on the market in any interaction with existing and potential customers and press.

THE SOLUTIONS:

NNC Services developed an extensive communication strategy and action plan to increase general awareness about the high quality of EvoSoftware's products and their corporate performance among targeted clients. We defined the company's goals and then we identified the most suitable ways to approach potential clients (direct marketing actions, online communication, corporate materials development, events). Especially by developing a detailed press relations strategy we helped them raise visibility in the media in no time.

THE RESULTS:

In the end, NNC's actions reached their goals: EVO positioned itself as one of the important players on the Romanian software development market and acquired a reputation of a high-quality solutions provider amongst mass media.

TESTIMONIAL:

"NNC Services effectively answered all our communication needs. Their complete array of services helped us to strategically get our message right to our potential clients, using the precise communication channels. Demonstrating a deep understanding of the industry we work in, they've successfully managed to help us increase market awareness. We particularly enjoyed their 'sixth sense' for delivering the appropriate communication tools, as well as their focus on generating real results. NNC's dynamic, always ready to help, professional team is a pleasure to work with, and I strongly recommend them for their qualified strategic communication & PR services."

Andraia Stavarache, Sales Director, EVO Software