

IDC ACCELERATOR SUCCESS STORY

Brand Awareness: Analyst Brief

Challenge:

Field Effect, a Canada-based cybersecurity startup, was ready to accelerate growth. To successfully do so, they felt that they had to focus on creating brand awareness and building a distinct and differentiated reputation to stand out in a very crowded market.

Their objective was to seek recognition by the industry analyst community to be able to elevate their brand and to seek third-party recognition through objective, credible channels so they decided to partner with IDC.

IDC Solution:

The client's C-suite met with an IDC analyst to work on an IDC Analyst Brief, a 1,000-word piece of credible third-party content. They determined both the best topic and language to resonate with their audience and identify its needs. With this information, the analyst created a compelling piece of thought-leadership on the challenges of SMBs in cybersecurity.

Outcome:

A concise, crisp IDC Analyst Brief that was suitable for their target audience, highlighting clear guidance and core elements of the challenges they faced. While Field Effect was not named in the brief, its content aligned with its offering and market perspectives, and aligned with Field Effect's messaging in other marketing materials. Additionally, the client was provided with an eye-catching IDC social tile to leverage IDC's global brand, which helped Field Effect stand out on social channels.

The client felt that the IDC Analyst Brief gave them a good ROI, especially in terms of brand elevation and industry recognition by the analyst community and prospective clients. The client was delighted with the program and outcome and has since decided to renew their partnership with IDC.

“The social tile is fantastic because we get to use the IDC brand. Most people in information technology understand the role and the strength of IDC, and we got to piggyback on the brand.”

— Barry McArthur, Director of Market Intelligence and Insights

Raise Your Brand Awareness

Looking to raise your brand awareness and enhance your reputation?

IDC's Accelerator Program can help

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