

# CASE STUDY: Creating Brand Relaunch Story



## Background

An award-winning, recognized software innovator, Aprimo was acquired by Teradata in 2010 and operated under Teradata Marketing Applications (TMA) as a leading provider of marketing operations and marketing execution software solutions with 1,500+ customers and 100+ business partnerships worldwide. In 2016, Marlin Equity Partners acquired TMA and merged it with Revenew, a leading provider of through-channel and distributed marketing solutions to serve customers' central and channel marketing requirements. The combined new business will operate under a new Aprimo brand.

## Challenges

A key imperative of the new ownership change and merge with Revenew was for TMA to re-launch and revitalize the Aprimo brand internally and externally under a highly compressed 35-day timeline.

## Approach

- Assessed the market landscape
- Reviewed legacy and current positioning
- Conducted input and strategy workshops with key stakeholders
- Developed initial brand narrative concepts
- Conducted in-depth interviews with key stakeholders and customers to test and refine initial brand messaging



## Result

- Supported successful re-launch of Aprimo brand in under 35 days
  - Defined and developed corporate brand destination narrative
  - Published Audience Desired Outcomes Guide to align communications development
  - Identified and developed key components of brand architecture
  - Developed company positioning