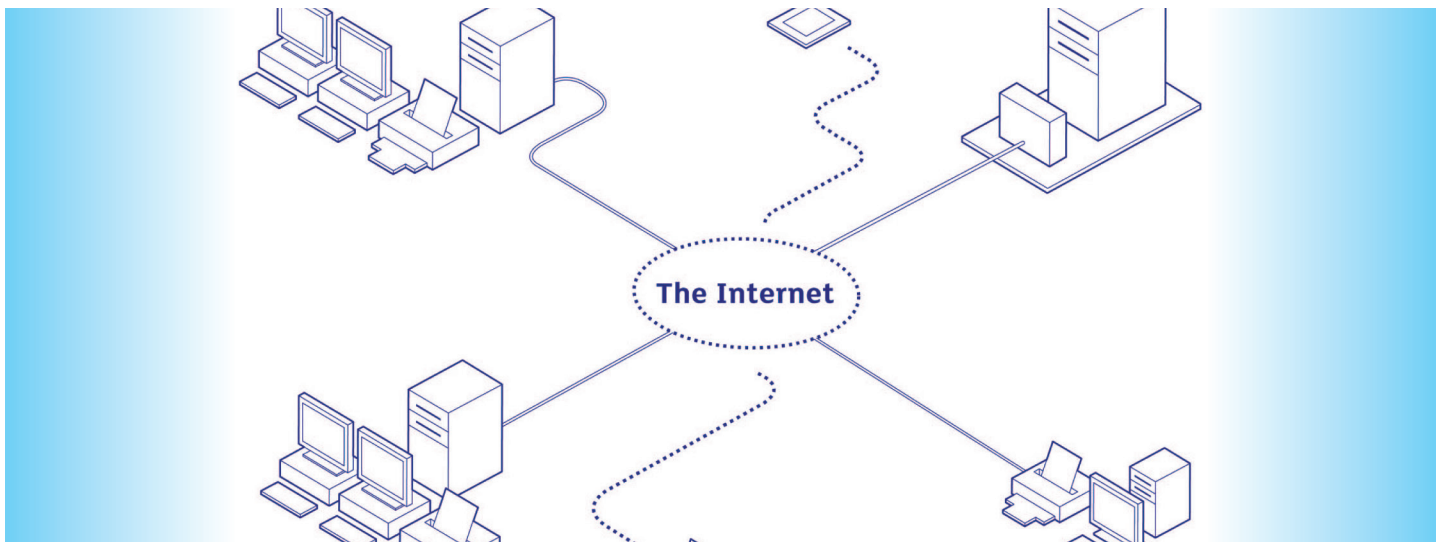


Case study: **Extrinsicica**



The Challenge

Extrinsicica had identified a way of delivering blue chip IT systems to small businesses at a fraction of the cost, but nobody in the small and medium business sector was aware of this technology, or more importantly, the benefits it could provide them.

The Objective

It was simple, we needed to educate businesses that there was a new way of doing IT. But to do this, we had to achieve two objectives:

- To raise the profile of Extrinsicica Global as a brand
- Educate the target market on a new way of delivering IT for the business.

As Simon Smith (MD Extrinsicica Global) says “the new way of doing IT will do to the IT market what mobile phones have done to the telecoms market

The Result

Following a long period of product development and research, we established a corporate identity and a suite of marketing materials. Importantly, we began a series of speaking and networking events, ensuring that Extrinsicica Global began the education process to businesses. In addition, Extrinsicica have now established a network of distributors and third party partners. There is still a great deal to be achieved and the latest campaign has recently begun including a significant PR push to support other direct and on-line activity.

“Our customer base is growing steadily as more and more businesses experience the substantial benefits of this new way of getting IT. Without the input of Eyes Wide Open, we couldn’t have done this so effectively. They have helped us to focus and refine our message to ensure that prospective customers understand the real benefits they can gain.” Simon Smith, MD Extrinsicica Global

For more information on this and other projects, call us on 01844 273026 or visit our website www.ewo.uk.com

