

CASE STUDY

ENHANCING BRAND PERFORMANCE BEYOND A CLIENT'S EXPECTATIONS

Ten years after its founding, Dallas-based telecommunications provider Masergy was widely recognized as a pioneer in deploying all-ethernet global MPLS network technologies.

However, recent years have seen an explosion in the number of carriers offering similar capabilities, and Masergy's leadership team wisely recognized that the company could no longer differentiate itself solely on the grounds of having superior technology.

To continue to grow the company, a new approach was needed... one that captured and leveraged the company's legacy of innovation and unswerving

"BrandFoundations arrived at a critical time in our company's development. The entire market was shifting and we needed to anchor our image in a set of value-based messages that position us for the long term. The "performance" theme they developed captures the Masergy brand perfectly and will shape how we're perceived for years to come. BrandFoundations nailed it."

— *Chris MacFarland, CEO
Masergy*

new tagline



MASERGY
Performance Beyond Expectations



SOLUTION

Masergy engaged Brandstone to help re-energize its brand and align its positioning for success in the cloud and applications spaces... to cast Masergy as an enabler of next-generation IT services for today's fast-paced global businesses.

We began the engagement by conducting our customary three-pronged approach to uncovering and articulating an organization's most authentic and resonant differentiators: (1) an internal brand workshop with Masergy staff; (2) an audit of Masergy's competitors' brand expressions; and (3) a series of external interviews with key customers and partners.

IMPACT

We crafted a messaging platform built around the powerfully resonant brand essence of "Performance": a notion that describes not only Masergy's exceptional people and high-performance technology but what the company unleashes for clients and partners (who told us how much they value Masergy's "no-matter-what-it-takes" approach to delivering on the promise of performance).

From this foundation came a new tagline — "Performance Beyond Expectations" — as well as a completely overhauled website and sales presentation.

With the "performance" messaging infused throughout the company's external and internal communications, Masergy is now gaining separation from competitors and achieving even greater success.

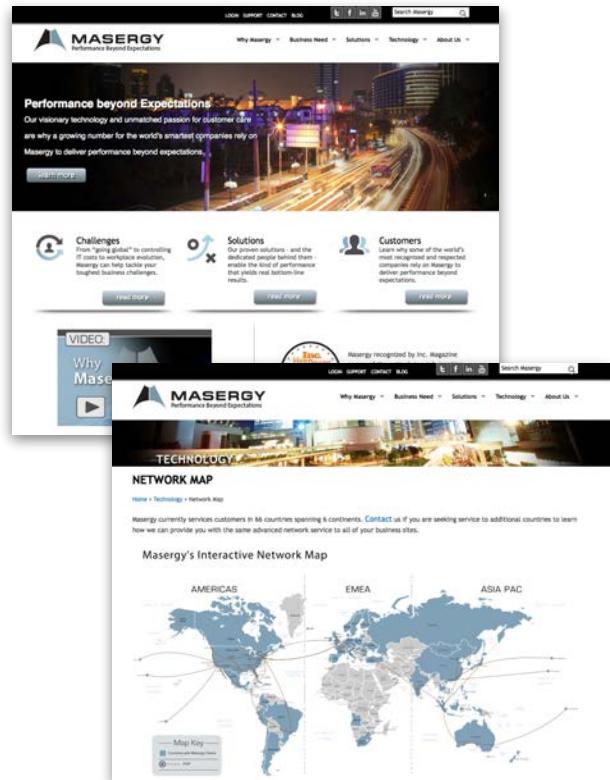
LET'S TALK ABOUT YOU

We'd welcome the opportunity to learn about your organization and its brand challenges.

Our sweet-spots include (but aren't limited to):

- Technology / Telecom
- Financial Services
- Healthcare / Pharmaceutical
- Consumer / Luxury
- Association / Education

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new website

