

# THE POWER OF TRIANGULATION

HOW INTEGRATING MULTIPLE DATA SOURCES  
GAVE BIRTH TO  
A NEW BRAND CAMPAIGN

**Allan Fromen, PhD**

VP & Consulting Partner  
Buyer Behavior Practice, IDC  
afromen@idc.com  
@allanfromen

**Kelly Hopping**

Sr. Director, Integrated Marketing  
Rackspace  
Kelly.hopping@rackspace.com  
@kelhopps



# RACKSPACE GROWTH



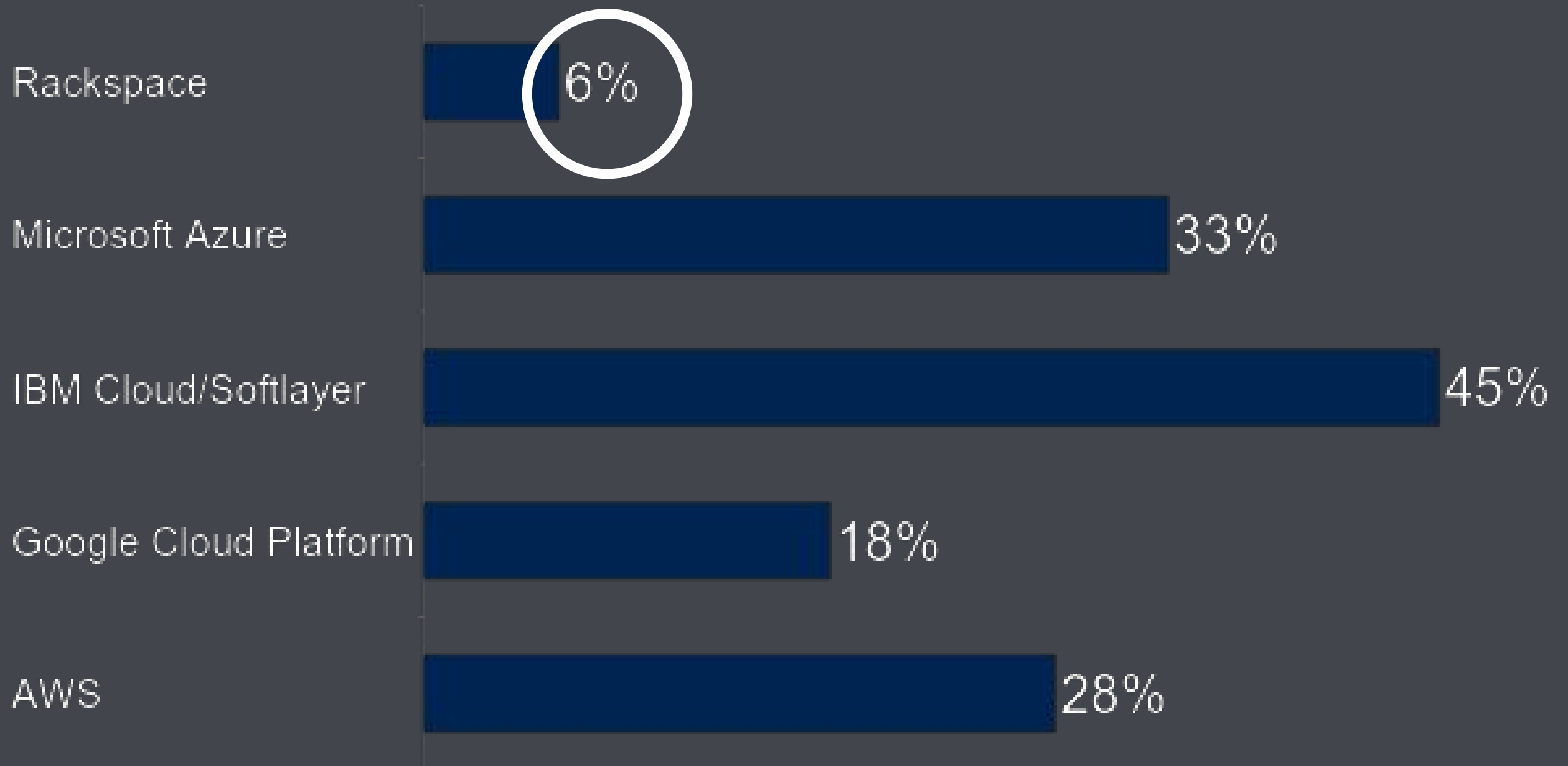
# OBJECTIVES

- **Understand the core brand health**  
such as awareness, consideration, usage, loyalty
- **Understand the core brand attributes**  
associated with Rackspace
- **Leverage the brand insights**  
to drive brand positioning & awareness campaign

# INTERNAL ASSUMPTIONS

Awareness	12-15%
Perception	managed cloud leader

# THE REALITY.....



**Lower Unaided Awareness & “just a hosting company”**

# TRIANGULATING: DIGGING DEEPER



Online  
Survey



Syndicated  
Reports

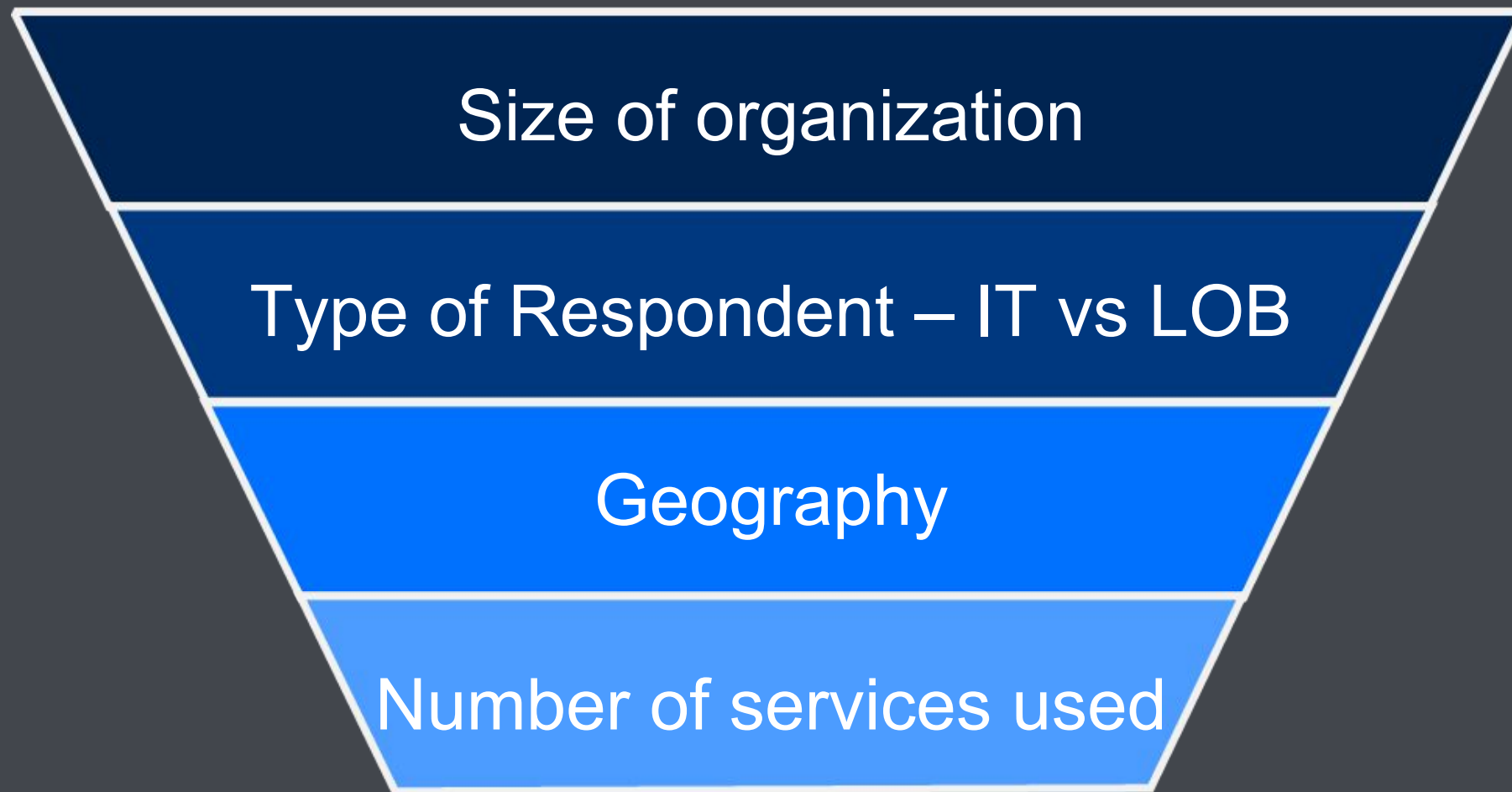


Focus  
Groups



Analyst  
Expertise

# AHA MOMENT #1: FOCUSING THE ANALYSIS



Analyst  
Expertise



Syndicated  
Reports



Online  
Survey



**2X**

higher unaided awareness = 12%

# AHA MOMENT #2: CORE DIFFERENTIATOR - EXPERTISE



Online  
Survey



Focus  
Groups

Expertise

- Top desired attribute
- Most relevant message

Top customer need & Top brand attribute

*“I want them to be smarter than me.”*



# THE NEW STRATEGY

Target Market	Focus on IT Power Users
Unaided Awareness	Grow from 12% to 18%
Perception	Shift from hosting company to managed cloud leader
Message	Leverage Expertise as core differentiator

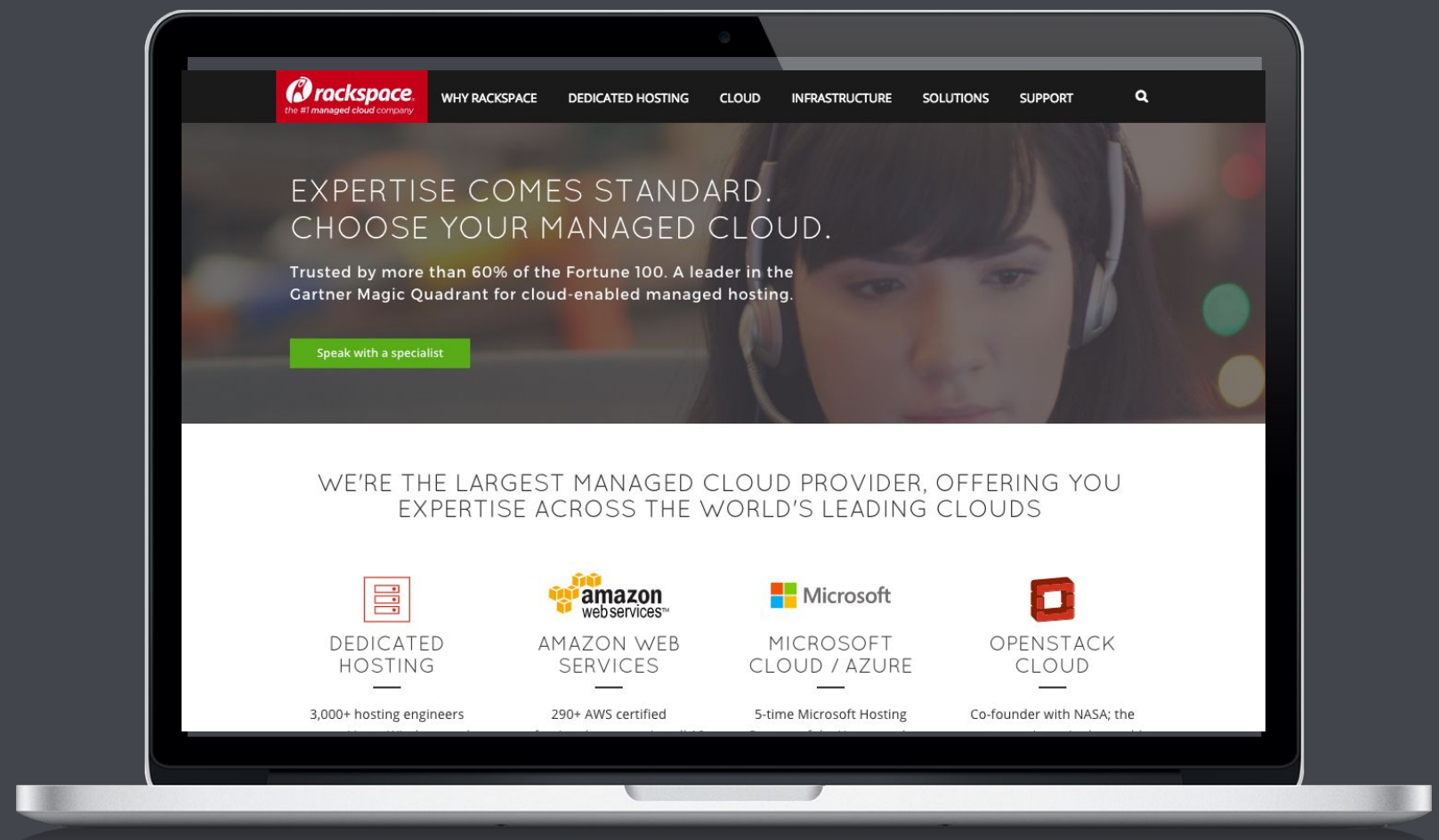
# WHAT WE'RE DOING NOW

BRAND CAMPAIGN

MESSAGING  
HIERARCHY

CORPORATE  
POSITIONING

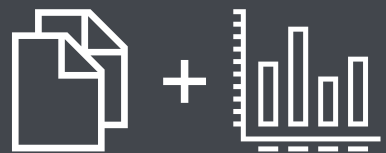
PRODUCT  
ROADMAP



# LESSONS LEARNED



One size does not fit all



Existing research + new research



Creatively integrate data sources



Take a fresh look

# THE POWER OF TRIANGULATION

HOW INTEGRATING MULTIPLE DATA SOURCES  
GAVE BIRTH TO  
A NEW BRAND CAMPAIGN

**Allan Fromen, PhD**

VP & Consulting Partner  
Buyer Behavior Practice, IDC  
afromen@idc.com  
@allanfromen

**Kelly Hopping**

Sr. Director, Integrated Marketing  
Rackspace  
Kelly.hopping@rackspace.com  
@kelhopps

