



B2G: Introducing and positioning an Australian company to compete for business within the U.S. government

Services Employed



Strategic Planning and Consulting



Branding and Strategic Messaging



Event Services



Advertising

TOWER Software

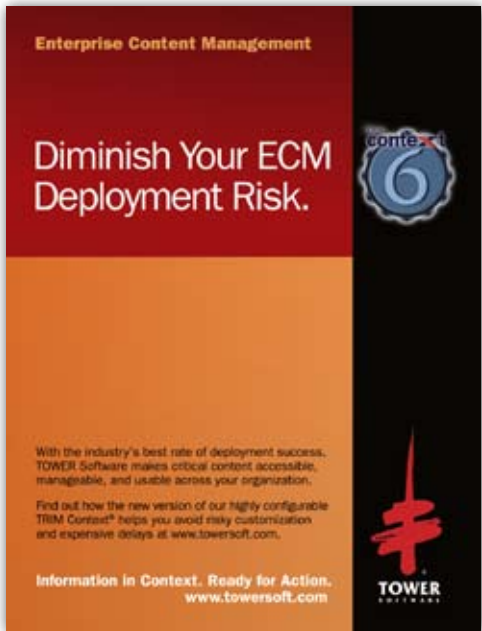
Background: TOWER Software is a global enterprise content management provider, offering customers software that manages business information from creation to completion. Headquartered in Australia, TOWER focuses on government and regulated industry markets worldwide.

Challenge: TOWER Software's North American operation was planning to participate in a large government trade show, yet had no booth property, no messaging, and no marketing collateral to distribute to prospects. TOWER also needed a complete brand refresh—an evolved logo and a top-level company description, along with supporting materials that would give the company credibility and a sophisticated corporate identity within this crowded, competitive landscape.

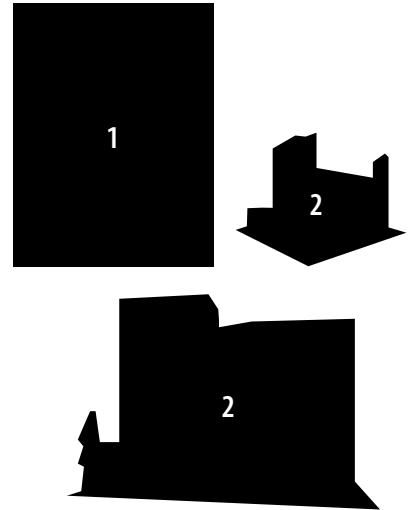
ENC Solution: ENC increased TOWER's brand awareness and federal presence by creating:

- Government-specific messaging, a high-level company description, and a corporate tagline
- A new, high-impact company image that maintained brand integrity by placing the existing logo within a new visual context
- A series of targeted ads highlighting the newly evolved brand and logo
- An eye-catching 20' x 30' trade show exhibit
- A new PowerPoint presentation for the sales team

Results: TOWER received a very positive response to its dramatic new trade show booth and a polished, professional, consistent brand image. This program has elevated TOWER Software's federal stature in the enterprise content management software space within the U.S.



TOWER Software



- 1) TOWER Software Ad
- 2) TOWER Software Booth

