

## Case Studies

# SAGENTIA

As part of a fundamental re-branding of the company, Sagentia asked Smye Holland Associates to produce a series of thought-leadership articles to help position the company as a leader in its field.



“Smye Holland Associates produced a series of thought-leadership articles to help position us as the company of choice in the creation of value from technology.”

Emma Drake, Head of Marketing, Sagentia

Sagentia is one of the world's pre-eminent technology management and product development companies, working with organisations such as, Astra Zeneca, Hornby, Siemens and Vodafone.

The company wanted the articles to enhance its new brand by promoting Sagentia's collective experience and the wealth of expertise it has to offer. They wanted the articles to help set the company apart from its competitors and establish an uncompromising commitment to innovation.

We held a series of meetings with consultants at Sagentia and produced six thought-leadership articles,

matching the tone and style of the company's new brand. They were written in a way that would inspire and capture the interest of senior people in large organisations that outsource product development or technology management.

The articles have been used for a variety of marketing purposes; some have been published and they are also available to download from the company's website.