



Client

Computacenter

Services delivered

Case studies
PR
Product launches
Marketing strategy
Event support
Event management
Ambassador programme
White papers
Target customer marketing
Media Training

"I have known and worked with Hot To Trot for many years, where their expertise in PR and knowledge of the IT sector is unparalleled in my experience. They deliver fantastic results and impact to our programmes, they are great with customer situations and within the client organisation, able to work at all levels to CEO with ease and professionalism to achieve results"

Neil Cox
Marketing Manager
Computacenter



Coping with... evolving a business

Having built a substantial business selling more computers to the UK corporate and public sectors than any other company, Computacenter realised that it needed to develop a services portfolio to ensure both continued growth and long-term survival.

To support this evolution and development of the business, we helped Computacenter evolve its entire communications strategy including PR, website content, customer newsletters, and internal communications.

This approach gave everything a coherent tone, with consistent messaging to all stakeholders, and helped consistently maintain the #1 awareness position.

Building a press presence

Computacenter had no shortage of coverage in the reseller trade press, but this was not where the company wanted to be seen, as these publications are rarely read by its customers.

Our approach to widening coverage in the key IT titles used several tactics:

- Building a strong case study programme
- Developing key customers as Ambassadors
- Organising exclusives for key journalists
- Leveraging partner relationships
- Creating thought leadership material
- Developing an event programme

One of the most successful of the thought leadership initiatives we developed for Computacenter was setting up a series of industry specific events under the "Coping with..." theme.

Thought leaders – expert speakers

Each of the 'Coping With...' seminars was set up to be a platform for expert speakers, rather than a sales presentation for Computacenter and its supporting partners. High-calibre keynote speakers included a Treasury Minister, Senior Police Officers, Lawyers and Officials from the FSA, with a strong emphasis on addressing business issues.

Each event followed a successful format:

- Email invitations generating 100+ attendees / event
- Themed white paper highlighting best practice
- Relevant case studies delivered by existing customers
- Technical panel workshops for problem solving



Although the original plan was to run these just in London, the feedback and attendance led Computacenter to commission us to roll out the programme across the UK.

The “Coping With...” series proved the value of interacting directly with potential customers and was fully supported with media coverage as part of our PR work.

Turning customers into Ambassadors

We pioneered the ‘Ambassador programme’ with Computacenter, which involved working closely with a select group of key customers and working with them to build a programme that promoted their work and highlighted Computacenter’s role.

The most prolific result came from the work we did with Neil Chandler, who at the time was CIO of Sequence, the division of Royal Sun Alliance that was building Rightmove.co.uk. Computacenter provided the underpinning infrastructure for RightMove, we wrote up the whole story, and Neil agreed not just to a case study, but also to become an Ambassador.

Superb uptake

The press uptake of the initial case study was superb. We then ran a round table featuring Neil as guest speaker. This attracted the CIOs of all the major estate agency chains and property search engines, plus a smattering of top corporate lawyers.

We also went on to work with Neil to produce a video case study, and organised speaker slots telling his story at industry events.

In total, working with Neil generated a substantial return for Computacenter:

- £100k+ worth of coverage
- 12 Editorial pieces in Tier 1 titles
- 10 New business opportunities
- 6 New editor level journalist contacts
- 4 Major new business wins

Neil’s career also benefitted, with him rising through the senior management tree at one of the major banks, and achieving the role of CEO of Sainsbury’s bank.

In the 11 year period we worked with Computacenter to provide a wide range of marketing services, the company’s annual turnover quadrupled to over £2bn p.a.

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