

case study

ANS Group

Where they were

- Manchester-based, Plus-listed technology infrastructure specialist
- Well respected within the industry and the only reseller with all highest Microsoft and Cisco accreditations
- Focus on financial announcements and investor relations
- Low profile within trade press
- No presence in vertical sector press
- Low corporate profile in regional and national business press

Where they wanted to be

- Perceived as experts in their field
- Seen as thought leaders within their industry and their target sectors
- Known regionally as a successful Manchester business
- Led by inspiring entrepreneurs

What MC2 has done

- Used proactive and reactive thought leadership tactics in a strategic media relations campaign.
- Generated coverage in trade, regional and national press to position ANS Group as pioneers for both the core and leading edge technologies that matter to its clients.
- Built the profiles of the CEO and MD through targeted networking, media relations and event speaker opportunities.
- Entered relevant awards identified through MC2's extensive networking calendar.

The results

- Increased ANS Group's profile on a regional and national basis
- Positioned ANS Group as the market leaders with a strong business story
- Ensured ANS Group was front of mind in the subject areas that drive its market, making them 'owners' of a number of industry issues including cloud computing and virtualisation
- Won and short-listed for various awards including Manchester IoD Young Director of the Year award for CEO Scott Fletcher

We were immediately attracted to MC2's **vibrant and creative approach**, which is supported, unlike some agencies, with a true depth of knowledge and **interest in our business**. They have an enviable client portfolio, a good breadth of technology experience as well as being **well networked** with high profile business individuals. We are looking forward to working with the team to take our business to the next level.

Jodie Sheil
Marketing Manager, ANS Group