

## case study

# Imerja

### Where they were

- IT infrastructure and security services provider with offices in the North West, South and the Midlands.
- Operating in the private and public sectors with a number of high profile clients
- Well respected in the technology sector
- Underdeveloped brand
- Low profile in key regions

### Where they wanted to be

- Strong brand recognition
- Perceived as industry expert
- Known as a successful business in key regions

### What MC2 has done

- Implemented comprehensive media relations and marketing campaign aimed at regional, national and trade business publications, positioning Imerja as a leading IT security specialist.
- Advised and implemented upon strategic company re-branding to give a stronger identity and clear message
- Supplemented the core campaign with a full award calendar to cement Imerja's industry status
- Produced bi-annual newsletter for journalists, clients and contacts positioning Imerja as a thought leader

### The results

- Strong brand identity to reflect the company's success
- Strong North West recognition as a leading IT security expert and successful business
- Increased profile in the Midlands and South
- Increased profile within the trade press
- Won and short listed for a number of awards

**MC2 has made a significant impact to our business since** we started working with them 18 months ago. They have provided us with a wealth of advice, a diverse range of PR opportunities and quality design work, helping us to raise our profile across all of our regional offices. **They have helped us to get maximum coverage** from the recent breaches in security and most recently were instrumental in our Bolton and Bury Business of the Year Award win.

They are a **dedicated and passionate team** with a genuine interest in the long-term growth of our business.

**Ian Jackson**  
Managing Director, Imerja