

MANAGING THE CONSISTENT PRESENTATION OF CITRIX'S BRAND THROUGH A RAPID PROGRAM OF GLOBAL EXPANSION

"Initially I saw this as a way of processing projects that concluded with an asset that would then become available in the Asset Store....now I see it more as a centralised place where you can get assets, distribute assets, create assets through the Projects Module and also inform users about marketing activities. It seems to have come full circle to become a full service site."

Wilma Lubbock - Senior Manager, Marketing Communications and Branding, Citrix Systems, Inc

The Challenge

With offices in 22 countries and 6,200 channel and alliance partners in more than 100 countries, Citrix has expanded at an extraordinary rate since it was founded in 1989. In 2002, the company made the decision to completely re-brand with a new advertising campaign to generate awareness. One key aim was ensuring the new brand was presented consistently across the world through its many offices and distribution channels.

The Solution

As part of the re-branding exercise, Citrix started working with be the brand experience to implement a customised MRM solution to enable the storage, distribution and controlled partner access to key Citrix marketing materials. In addition, Citrix run and track all marketing projects which result in the creation of a new piece of collateral or campaign through the solution - thus using it to manage the "end to end" process.

The Benefits

- Consistent global brand presentation.
- Instant visibility of what brand and marketing materials are being created worldwide
- All marketing materials stored in one place with easy, self service access
- Efficient management of creation of materials - linking users and agencies
- Functionality developed and enhanced as new needs arise



Achieve more!

t +44 (0)20 7199 0360 UK • www.be-thebrand.com