

## Message Analysis: Avanade



**As its business grew, this global technology company knew it needed to refresh its messages to take advantage of new sales opportunities.**

Avanade is the leading technology integrator specializing in the Microsoft enterprise platform. Beale Communications developed core messages for Avanade's global launch in 2000

based largely on the heritage of its founders. By 2004, double-digit growth had propelled Avanade into a larger market space, bringing new competitors, new prospective customers, and new staff in key positions. Avanade needed to update its selling messages and rally its employees around a consistent message approach.

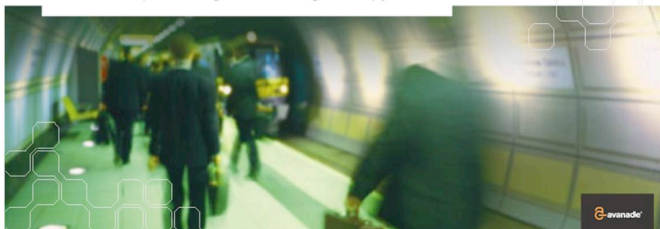
After analyzing the IT consulting market, Beale Communications Planning developed a Competitive Message Assessment that enabled Avanade to differentiate the language and tone of its messages. To engage the diverse groups that comprise Avanade, BCP interviewed professionals and customers worldwide to collect their input for a message framework that was tested and refined with executive leadership teams globally.

The resulting Core Message Platform was rolled out to employees in a web-based Message Toolkit. The message platform was illustrated with a flash movie detailing the message strategy and highlighting the technology assets that supported each core message.

The toolkit was packaged as part of an online road rally featuring Avanade executives as the drivers. Employees signed up for an executive's pit crew and tested their game skills while learning about the firm's new message strategy.

### AVANADE CORPORATE MESSAGE PLATFORM

Every day, Avanade's employees drive success with customers. To drive our own success and strengthen our global brand, we need to talk about Avanade in a consistent way. The Avanade Corporate Message Platform is designed to help you do that.



**A web-based message toolkit featured a flash movie detailing the strategy behind fresh messages for the growing company.**

*"Beale Communications gave us a unified platform and consistent set of messages for internal and external audiences, including business development directors, analysts and our parent companies."*

*Richard O'Reilly  
Global Communications Director  
Avanade*



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*Our message services and tools are used in business development, marketing, brand planning, and product management. Clients served include:*

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Cannondale Bicycle Corporation  
Game Crazy / Hollywood Video  
Garden Botanika  
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