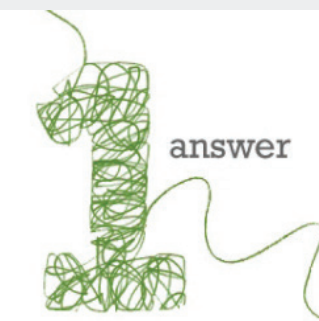
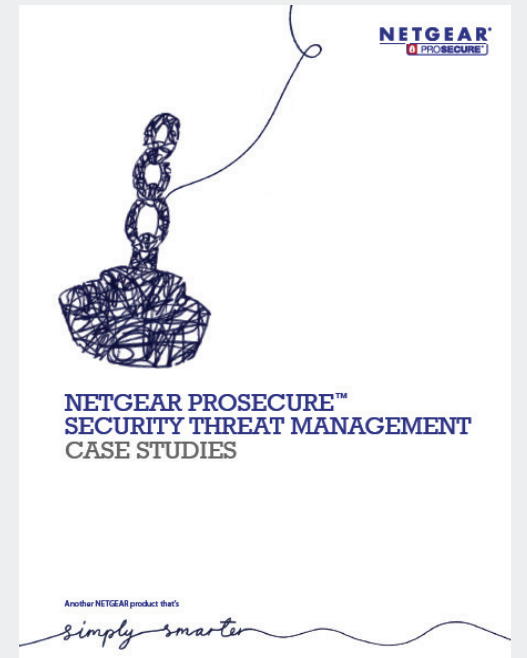
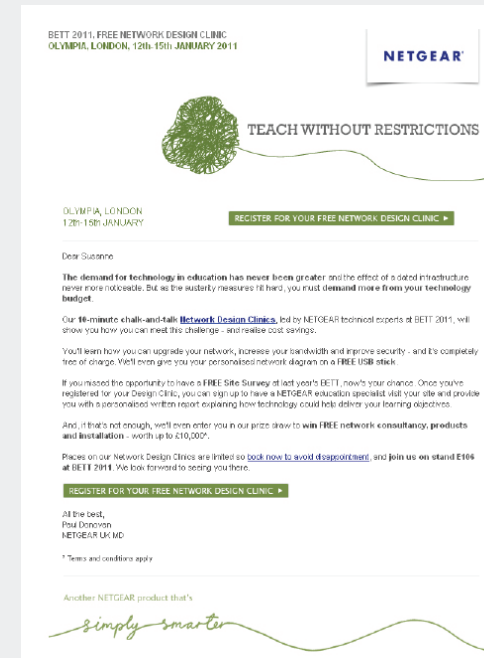
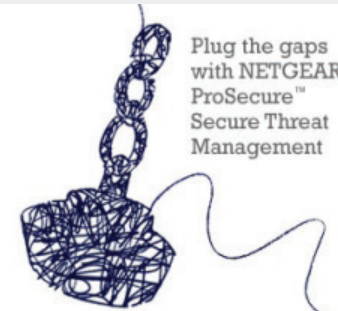
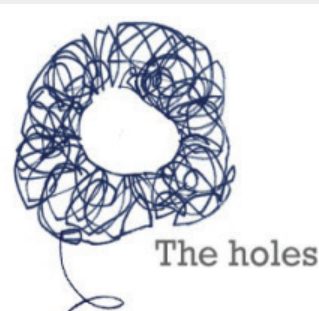


NETGEAR®

Connect with Innovation™

simply smarter.



Their Brief

Netgear's ease of integration and affordability of security solutions were perfect for the education sector, which needed to cope with increasing demand for IT against a backdrop of significant spending cuts. Head Teachers were also under pressure to promote innovative teaching to attract new students.

Our Solution

Taking the complex conundrum of increasing IT demand with decreasing budgets and providing a smart solution to tangled problems we created the 'Simply Smarter' concept. Under this concept sat the idea of "unrestricted learning", to facilitate a more imaginative approach to learning and effectively using technology within schools. The campaign - aimed at resellers and end users - consisted of a dedicated website to improve engagement with IT Managers and Head Teachers, offering issue-led content. We also created video case studies, online display ads, emails, flyers and white papers, as well as visuals for their stand at the BETT show. The objective to reach 100 leads in four weeks was surpassed with a total of 239 leads, representing a pipeline of approximately £500k.