

A ClearEdge Marketing Case Study: **Harvey Nash**

The Client

Harvey Nash is a long-standing ClearEdge Marketing client and a global executive search, IT professional services and technology staffing leader. A premium UK brand in the IT talent and executive recruitment space, Harvey Nash delivers top senior executives as well as skilled IT professionals to clients worldwide. The company also provides businesses with innovative, cost-effective solutions for managing critical business and technology initiatives. For two decades, Harvey Nash has focused on turning IT excellence into greater business value and stronger business operations.

"We chose to work with ClearEdge Marketing because there is no other company in our business with their level of experience and understanding. We knew that deep level of understanding would allow them to help us successfully create a large footprint in the U.S."

*— Harvey Nash USA President
& CEO, Bob Miano*

The Challenge

Harvey Nash began its U.S. marketplace penetration with the acquisition of four companies. By 2005, the Harvey Nash USA organization had grown its market presence to more than 10 offices. Despite its successful expansion, the company was facing a branding problem: there was little name recognition in most of the markets the company served. To add to the branding challenge, the majority of the acquired companies were still operating under their former names.

To take careful measure of Harvey Nash's current brand reach in the U.S. marketplace, surveys were conducted with clients and partners. The surveys found that even the companies that were using Harvey Nash services were not fully informed of the company's capabilities, resources and global reach. The brand analysis revealed that name recognition and capability knowledge in the U.S. market was dismal. It was time for Harvey Nash to broadcast its rich legacy and proven capabilities with the vast American market.

The Solution

To strategically help Harvey Nash overcome its branding challenges in the U.S. while creating new business opportunities, ClearEdge Marketing exercised both innovation and a keen understanding of what the market likes: valuable, interesting information from a trusted source. As such, ClearEdge worked with Harvey Nash to retool the company's successful UK-based CIO Survey for the U.S. market.

A survey in itself is not innovative, since businesses launch them every day as both research and marketing tools. However, ClearEdge and Harvey Nash turned the survey into an opportunity to partner closely with leading global businesses, such as KPMG, as well as local associations, such as the New Jersey Technology Council (NJTC), Help Desk Institute (HDI) and Colorado Software and Internet Association (CSIA). These partnerships are where the brand building innovation lies. When the first USA CIO Survey was launched in 2005, the Harvey Nash brand was too weak to alone generate strong CIO responses to the survey. However, by partnering with trusted local and

[more >>](#)

national brands, Harvey Nash was able to co-opt their name recognition for greater reach and response. In addition, Harvey Nash gained marketplace credibility as a partner to leading local associations businesses know and support. Local associations opened up their lists to help promote the Harvey Nash survey, in turn building the brand.

The Result

New Revenue

In its first year, the Harvey Nash CIO Survey achieved an ROI of nearly \$1 million in revenue. This revenue included three new accounts won as a direct result of CIO Survey events. In its second year, the survey added hundreds of thousands of more dollars to Harvey Nash's pipeline.

Media Coverage

Over the course of two years, the survey fostered a significant increase in brand recognition through 34 article placements, more than 100 media mentions and 15 national/local speaking engagements. Harvey Nash CIO Survey results appeared in several leading publications including *Computerworld*, *InformationWeek*, *CIO Insights*, *eWeek.com*, *IT Business Edge*, *IT Services Business Report* and *Wall Street & Technology*.

With the help of ClearEdge Marketing's editorial teams, Harvey Nash has also produced a series of articles and blogs related to the CIO Survey findings. The articles are published in industry publications, on the Harvey Nash Web site and in Harvey Nash newsletters, all of which are helping to spread the vast expertise and knowledge of this dynamic industry leader. The articles are also used by the Harvey Nash sales team as a touch point with key prospects and clients, demonstrating thought leadership and creating differentiation from other staffing companies.

Events & Speaking Engagements

ClearEdge also structured a road show of the survey results, building local market presentations and executive roundtables so that each market could host events. Local markets partnered with key associations in their area and KPMG to produce informative events where the survey results were shared and debated by IT industry leaders and well-known CIOs from local companies. In the first two years that the survey was released to the U.S. market, Harvey Nash hosted 10 local market events and presented survey results in-person to thousands of IT professionals nationwide. In addition, Harvey Nash executives have presented at several national and local industry forums such as SIMposium, IT Infrastructure Management Conference & Expo, HDI 2007, SIA's Executive Forum and NACCB's Annual Conference.

As the Harvey Nash brand continues to grow, so does the reach of the CIO Survey. Not only do more CIOs participate, but more media and business organizations are interested in the results and findings of the survey. Today, the CIO Survey is the hallmark branding and marketing vehicle for Harvey Nash, and is expected to remain so as it continues to grow and evolve with the company. The farther the messages of the CIO Survey travel into the market, the more Harvey Nash's brand expands.

"Thought leadership marketing has helped us clearly demonstrate our expertise across both our staffing and solutions services, which is something clients want to see rather than read," says Miano. "Businesses can read a brochure that says 'we are experts.' Or, more convincingly, they can come to one of our events, hear our experts speak, read our blogs and review our surveys and articles. They can access our talent and knowledge firsthand and see for themselves how far our knowledge reaches and how strong our capabilities are."



333 West Hubbard Street, Suite 308 | Chicago, Illinois 60610
Phone: 312.731.3149 | Fax: 312.803.9661
www.clearedgemarketing.com