

Positive Brand repositions Global IP Networks, defining “fresh new creative approach” — FEBRUARY 2, 2022

Brooklyn, NY – February 2 — Global IP Networks is a data center and managed service provider, based in Texas and serving businesses in a variety of industries since 2001. While business growth has been steady for the last 20 years, Global IP Networks recognized that accelerated business growth would require an adjustment in their approach to marketing.

To achieve the level of business growth needed, Global IP Networks turned to Positive Brand, a company they knew, not only by reputation, but from prior experience. Chris Martin, Executive Vice President of Global IP Networks contacted Positive Brand’s President, Mike Heronime to discuss their need for a “fresh creative approach.”

Martin and Heronime had originally worked together in 2004 when Martin was managing Axiom Energy. Martin hired Positive Brand as their agency of record at that time. Now, seventeen years later, Martin called on Positive Brand again. According to Martin, Positive Brand’s concept of Creative ROI had been the inspiration for his marketing vision for the last seventeen years. It was Martin’s intention to return to Positive Brand, the source of this marketing practice, in pursuit of a fresh creative approach for Global IP Networks.

Creative ROI is the formula used by Positive Brand to define creative strategies that produce greater results. Commonly considered an acronym for profitability, Creative ROI suggests that there are three base elements necessary for the success of any marketing campaign — Relevance, Originality, and Impact. As experienced and practiced by Martin, this formula, when applied to any campaign, brings considerable focus to the intended strategy in development. It is the benchmark by which all his marketing programs are measured.

As a result of their initial consultation, it was agreed that the Creative ROI formula would be applied as an integral part of The Framework, Positive Brand’s brand discovery and foundation building process. Positive Brand conducted a brand workshop with Martin and Global IP Networks’ brand stakeholders to develop a strategically driven position for their brand.

Based on specific insights achieved through the brand workshop, it was determined that Global IP Networks’ true source of distinction was their collaborative and committed approach to serving clients. This insight led to the development of “Tenacious Technology,” Global IP Networks’ brand strategy and the foundation for their relevant, original, and impactful creative campaign, “We Keep Your Net Working.”

Since its establishment last October, “Tenacious Technology” has been incorporated into Global IP Networks’ Brand Guide and distributed to their other marketing partners. It’s also been applied to the ongoing execution of their lead-generating, content marketing campaign. And “Tenacious Technology” has become the foundation for the redesign of Global IP Networks’ website. Positive Brand is redesigning the website with all new content that aligns with their new campaign, “We Keep Your Net Working.” The new website is scheduled to launch before the end of the first quarter of 2022.

ABOUT GLOBAL IP NETWORKS. Global IP Networks has been providing high-quality, high-touch, client-focused IT services since 2001. As a premier provider of managed IT and data hosting services, Global IP Networks serves a globally distributed customer base from a variety of industry verticals. Global IP Networks employs a team of dedicated, certified IT experts that help companies manage their IT-related challenges, maximizing the security, uptime, and performance of their vital networks. Global IP Networks manages two best-in-class data centers in Texas, one in Dallas and the second in Plano, dedicated to handling mission-critical data for financial, health care, oil and gas, education, and telecommunication companies, earning Global IP Networks the position as one of the most trusted and respected IT providers in the industry.

ABOUT POSITIVE BRAND. Positive Brand is a creativity and marketing services company that produces strategically branded messages for companies from the Fortune 500 to fledgling startups. The company takes a scientific approach to marketing based on years of continually studying human behavior and its impact on marketing effectiveness. Positive Brand was launched in 2004 to deliver fully integrated (creative, strategy, execution, omni-channel) marketing services to clients of all sizes. The company is based in Brooklyn, New York but serves clients in New York City, Miamisburg, Orlando, Denver, Dallas, Las Vegas, and Los Angeles. You can learn more about Positive Brand at positivebrand.com.

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