

## Case Study

# RAISING CAMWOOD'S PROFILE AS EXPERTS IN APPLICATION & DATA SERVICES

## Background

For over 25 years, Camwood has helped businesses evolve their digital environments, with a focus on optimising and rationalising application portfolios and managing application estates.

## Challenge

Over a three-year period, **Camwood firstly wanted to increase brand awareness and establish its reputation in the application services market**, before looking to do the same for its newly-launched data services capabilities after embarking on a strategic partnership with Pentaho (part of Hitachi Vantara) in 2024.

## Approach

The Whiteoaks team adopted an **integrated approach that combined thought leadership, media briefings and expert commentary in top-tier publications to drive coverage and build awareness** of Camwood as a leader in application and data services.

Coverage was **secured across key business, technology and vertical titles**, read by Camwood's target audience, including CEO Today, IT Europa and The European Financial Review.

Alongside PR activity, **Whiteoaks initiated a social media campaign in 2023** to promote the coverage achieved and its application services pages.

Camwood has **achieved its target of increasing its reputation and brand awareness** in both the application and data services markets.

**"The work is always of the highest standard and the team are a pleasure to work with - efficient, responsive, and able to turn around high-quality content even on the tightest deadlines."**

*Andrew Carr, Managing Director, Camwood*

## Results

### Visibility



**53** pieces of coverage



**132** key messages achieved

### Engagement



**1.17m** estimated coverage views



**276** social engagements



**4,375** impressions



**132** reactions

### Impact

One element of the multi-year relationship was the 2024 data services campaign. This campaign achieved **19 pieces of media coverage in a 12-week period**, thereby exceeding the target by 50% and reaching a **combined audience of over 371,000**.



Talking Heads video



Explainer video