



Who:	Luxoft
What:	IT outsourcing provider launching in the UK
Where:	UK
When:	2006-2007
Why:	Launch Luxoft to UK Market
How:	Position as thought leaders in the IT outsourcing industry

PROVE IT!



Buffalo devised a strategy to promote both Luxoft's IT outsourcing prowess and the nearshore outsourcing option. The campaign strategy focused primarily on media relations, but Buffalo entered Luxoft for relevant industry awards and speaking opportunities, devised an analyst relationship programme and utilised a series of events that introduced Luxoft directly to its target audience in the UK.

The media relations focused primarily on targeting the finance market. A thought leadership strategy was devised, using research, case studies and hot topics to tickle the interest of financial and technology trade magazines.

Results

- “To Russia with Love” press trip, taking A list journalists (Computer Weekly, Silicon, Banking Technology and The Banker) to Moscow
- Exceeded coverage targets – regular thought leadership pieces in all key A list titles, such as the FT, Banking Technology, Business Money, Financial Adviser and Investment Adviser
- Winner of the “Financial Outsourcing Project of the Year Award 2006” at the National Outsourcing Association Awards. Also highly commended at the Information Management Awards and the Financial Sector Technology Awards
- Luxoft has spoken at two industry events focused on the financial services market.

