



Online newsletter for developers



Support literature, case studies brochure and party invitation



The Orange team working the booth at JavaOne

- advertising
- branding
- corporate ID
- corporate literature
- direct mail
- exhibition design
- marketing literature
- new media
- packaging
- signage
- websites



JavaOne exhibition booth to launch Orange Partner in America

The results were phenomenal

“When we decided to launch Orange Partner in America, we only had one chance to get it right. It was crucial we found a marketing partner who really understood the importance of the task we faced,” explains Steve Glasgow, Director of Orange Partner. “We’d already used Raincoat to produce our partner literature and were really impressed by the way they understood our market – so for us they were the obvious choice.

We had some pretty stiff targets for the year, which included recruiting 30,000 developers to the program. But because we had no presence in the U.S. we were not only faced with recruiting, but also with creating awareness from scratch – a pretty tall order for anyone!

The launch event, held at JavaOne in San Francisco, attracted organisations such as Nokia, T-Mobile and Microsoft – so we knew we had to make it extra special if we were going to have any impact.

Organisationally, given the timescales, budgets and the fact we were working across different continents, the task was huge. We had to design and produce the stand, establish the messages, create the graphics, organise the stand demos, design and run a competition, source and produce event incentives, set up press conferences, organise post event marketing... and finally put on an evening party with food, drinks and entertainment – all in under two months! Raincoat hit the ground running.

They worked closely with our team to ensure that all the bases were covered.” Stephanie Partridge, Event Manager for Orange Partner, explains, “It’s often difficult to get a company to have the same sense of urgency when they’re outside the organisation and to understand the pressure involved in putting on an event like this. There were no such challenges with Raincoat – they slotted straight in and became part of the team from day one. They got involved with every aspect of production and organisation, and took a huge weight off my shoulders – I couldn’t have done it without them.

We attracted more developer registrations than any other organisation at the event and the evening party – the beer bust – was an amazing success with more than double the expected numbers attending!

As part of our overall strategy we have to keep our new developers up to date with what’s going on. Raincoat produce an online newsletter and regular email campaigns to do just that.”

“We couldn’t have achieved these results without Raincoat. Thank you guys – brilliant job!”

Steve Glasgow, Director of Orange Partner

