CLIENT STORY

THE DATA TEAM

Client:

TheDataTeam

Industry:

AI Solutions | Technology

Location:

Singapore | India

WHO

TheDataTeam is a pioneer in applying AI and ML at large-scale using cutting-edge big data techniques, a sound understanding of platforms and technologies, and a domain-led consulting approach.

The Data Team (TDT), a new age high-end data consulting firm, was at a growth phase and was exploring a marketing agency to help them with growth strategy, content creation and branding. TOSS the COIN (TTC) came onboard as an extended CMO office.

WHAT

WE OFFERED

Consulting

- Strategy for growth
- Niche messaging
- Service Branding

Content Strategy

- Boilerplate for the company
- Marketing messaging for technical solutions
- Digital assets and artifacts for go-to-market

PROBLEM

The go-to-market strategy for TDT included participation in multiple trade shows, conferences and partner summits. However, they were looking for professional help to stand out from the crowd visually and with the right set of content catering to the niche needs of their target audience.

- Low visibility with stakeholders like Analysts, Technical Heads
- Low presence in social media platforms
- Lack of market-ready content

SOLVED

TTC approaches all its client engagements with an initial phase of discovery. Led by consulting, in this phase the primary focus was to assess the current situation of TDT, get a better understanding of their target audience and learn about their strength areas.

- Multiple brainstorming sessions with key stakeholders within TDT
- Research on the industry
- Interactions with their SME's to gain better insights into the solutions offered
- Turned data into deeper insights and actions that powered more timely marketing campaigns
- Increased analysis of this material was shown to the organization leading them to focus on their efforts more productively so they can take the next best action on the optimal path.

CLIENT HAPPY?

In collaboration with Ranga, the CEO, TTC worked to coin the term "RoboticDataScience". The idea was to have an appealing term that would capture the essence of their innovation on automated data science. The term helped them completely rebrand their offerings and create a unique voice in the industry. Supporting artifacts like white papers, brochures, social media campaigns and web content was drafted to generate visibility at summits and conferences. This led to meaningful conversations and an opportunity to be present in bigger platforms.

"TTC team helped us conceptualize and execute brand marketing initiatives and content creation at a crucial juncture in our nascent lifecycle. I relished the many interesting and creative discussions with Reshma and Jayan. Looking forward to more!"

Rangarajan Vasudevan, CEO

WE HAPPY?

Data science was a new subject for us. However because of our extensive exposure to technology through the years of experience, it was easy for us to understand the nuances of data science. It is this deeper understanding that led to a simple coffee session transforming into the biggest brainstorming session resulting in coining of the term "Robotic Data Science". For us, it was satisfying to watch how TDT team embraced the term in its entirety and worked on creating technical documents to support the new brand identity. With the TDT project we got an opportunity to get an inside view into AI platforms. Despite the initial learning curve, Ranga (CEO of TDT) was patient and had faith that we could deliver value. We not only worked on key messaging but also went on to build UI/UX for one of their key platform. Most brainstorming sessions would result in an off-road ideas and luckily TDT team was always ready to experiment with them.

The icing on the cake was the cute canteen in their campus. They served some amazing medu vada, onion pakoda and coffee. We made sure to reach ahead of time so we could grab a snack! All in all this was one of those engagements we enjoyed being a part of. The learning was immense thanks to the shared passion between the two companies.

www.tossthe.co.in | getcreative@tossthe.co.in