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SAN FRANCISCO: [Good Technology](#), a push e-mail provider for mobile phones, has hired the Red Consultancy as its AOR to help build its brand awareness in the competitive smartphone market.

In March, Motorola sold Good to Visto, which has since rebranded the company under the Good name, said Maureen O'Connell, director for corporate marketing at Good. Then earlier this summer, the company held a competitive review for a PR agency. Burson-Marsteller had aided Good during Visto's acquisition of it, and later worked on various subsequent projects, but that relationship has ended, she said.

Representatives at Burson declined comment.

"As part of that acquisition we gained a large enterprise base of customers and we want to refocus our PR efforts on the enterprise market to help build and strengthen awareness in that market," O'Connell noted. Prior to the acquisition, the company primarily targeted its PR efforts on operators like AT&T and T-Mobile, she added.

The company will continue to target operators for certain products, but will put a stronger emphasis on building its enterprise presence. Its strategy includes targeting Fortune 500 companies through trade magazines and the business press.

"For the enterprise market, we're looking at what's important for the IT manager," O'Connell said. "So we're focusing on highlighting the solutions that we provide that make their jobs easier...The real difference we have against our competitor is that we provide our solution across a wide variety of devices, we're not just on one platform."

Alice Chan, GM at Red, said Research In Motion, which develops the Blackberry, is one of Good's primary competitors in the marketplace. She added that Good's key message is, unlike RIM, that it can securely work across a variety of mobile phones.

"There is a huge amount of growth within the enterprise and many companies are moving beyond the Blackberry to devices like the iPhone," Chan explained.

Red will be involved in creative research, lead generation campaigns, and message resonance among key media, especially those covering the mobile space.

"The opportunity that Good sees with the technology it has developed is to show audiences that it can offer the same level of security and ease of management as RIM but across a broad slew of devices," Chan noted.

Red will service the account primarily from its San Francisco and London locations.

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