

# SUCCESS STORY

## Continental Resources: Heightening Brand Awareness

Founded in 1962, Continental Resources is one of the most established high technology solution providers in the industry. The company offers best-of-breed IT solutions to business, government and academia nationwide. Specialties include virtualization, networking, storage, IP telephony, security, wireless and more.

### **Struggled to develop cohesive messaging**

Despite its tremendous growth, Continental Resources faced a communications hurdle: With so many manufacturers, products and services to consider, they struggled to produce cohesive messaging, seeking that fine line between predictably consistent and noticeably unique.

### **Generated over 10,000 monthly brand impressions**

Since May 2007, Continental Resources has entrusted channelBOOST with the goal of heightening brand awareness, all the while keeping the main name in the forefront. With over half a dozen successful campaigns, comprising Sun™ Microsystems, APC®, Symantec™ and other partners, Continental Resources has garnered 130,000 brand hits—over 10,000 per month.

### **Trusted resource for partner campaigns**

Continental Resources continues to retain channelBOOST for myriad partner campaigns. They rely on channelBOOST's professionalism, creativity, solid messaging and consistent commitment to aligning all of Continental Resources' various facets into a strong company focal point.

*"Over the years, our goal has been to make Continental Resources a name that's synonymous with innovation, reliability and excellence. With channelBOOST's assistance, we've consistently reached a wide audience with inviting, informative pieces that keep us at the forefront of an ever-changing industry."*

Ann Dempsey | Marketing Director | Continental Resources