

Quantum | Print Communications

# Front line. Top of mind.

## Articulating the DLTape's value proposition for Quantum and its resellers

### Overview

Third-party resellers are the frontline in sales of Quantum's DLT media cartridges—often the only direct link between the company and its customers. Quantum sought to increase sales and customer satisfaction by creating a top-of-mind position for Quantum with reps who handle a wide range of related products. Quantum asked Catapult Thinking to research the channel and develop a strategy for informing and motivating this key audience. The resulting reseller kit combined promotional and instructional content in an engaging toolset that equipped resellers to respond quickly and knowledgeably to customer questions.

### Impact

Our efforts rejuvenated the DLTape brand by creating a new voice for the format's value proposition. Sales of DLTape media increased, while reseller questions were reduced. Demand for the program's DLTape tools created by Catapult Thinking led to several reprintings—as well as requests from Quantum OEM partners worldwide for versions of the kit with their own brands, for use with their resellers.

- Scope
- Channel Research
- Communications Strategy
- Packaging Design
- Print Communications
- Digital Experiences
- Information Design
- Copywriting
- Production Management



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.