

CASE STUDY

Demonstrating central government expertise

Public sector transformation partner, BJSS, lacked a profile and perception within central government. When the marketing team approached us, it had not effectively worked with its central government client portfolio to leverage their relationships to positively impact the company's profile and perception across central government. Nor had it successfully used its client projects to influence or align itself with key groups – ie GDS – or individuals responsible for digital strategy and direction.

In the summer of 2016, BJSS asked Mantis to help make use of one of its marquee accounts, the Driver Vehicle Standards Agency [DVSA] to positively position BJSS as the leading transformation partner for central government.

CAMPAIGN OBJECTIVES

- Grow BJSS' brand profile with prospects in central government
- Build BJSS' reputation through the media as a proven modernisation and transformation partner
- Increase knowledge of BJSS' capability to deliver projects on time, whilst reducing costs and minimising vendor lock-in
- Demonstrate how BJSS' is different from its competition

APPROACH

Typically, central government does not like to proactively talk about its IT projects [we can thank the [national press](#) for that]. We felt it was highly unlikely that the DVSA would authorise a press announcement on this project or, if it did, it would likely be very bland and vanilla. Plus, given the number of other suppliers involved, the resources and conversations required to make it happen could easily outweigh the benefits.

Therefore, we suggested:

- A low-key 'below the radar' campaign that doesn't attract prying eyes
- Using our experience of working with, and earning the trust of public sector executives
- Playing to the personal aspirations of the DVSA's technical director and building a campaign around him
- Making use of our content creation skills to generate content that demonstrates the brilliance of DVSA's modernisation programme, the expertise of James whilst selling the benefits of BJSS
- Capitalising on our relationships with the very best media to secure excellent press coverage that supports DVSA and BJSS
- Putting in place the processes to help BJSS develop additional central government references in the future

DELIVERABLES

1. **An 800-word article** authored to the DVSA's technical director which sells the benefits of the overall modernisation programme and specifically highlighting the BJSS technical support desk and migration to AWS.
2. **A Q&A piece** that breaks down the entire project into a series of questions and answers from the technical director. Editors are starting to favour this type of content because its different to the traditional opinion article, and has the added benefit of looking like they actually interviewed someone to create the content themselves! Similar to an opinion article, we drafted the questions and worked with the DVSA to create the necessary answers; pitch and place the Q&A in suitable media.



3. **A full case study** – in a more traditional format – which detailed the challenges faced by DVSA in modernising its operations; the requirements for the technical support desk and the solution put forward by BJSS.

RESULTS

- One opinion article authored to the DVSA, one case study and one Q&A article.
- Five press articles published including coverage on:
 - [Information Age](#)
 - [Government Computing](#)
 - [Digitalisation World](#)
 - [Public Spend Europe](#)
 - [BETA News](#)

