



# A BRAND REFRESH TO REFLECT ORTECHA'S TRUE VALUE

Ortecha had earned a strong reputation and won work through referrals.

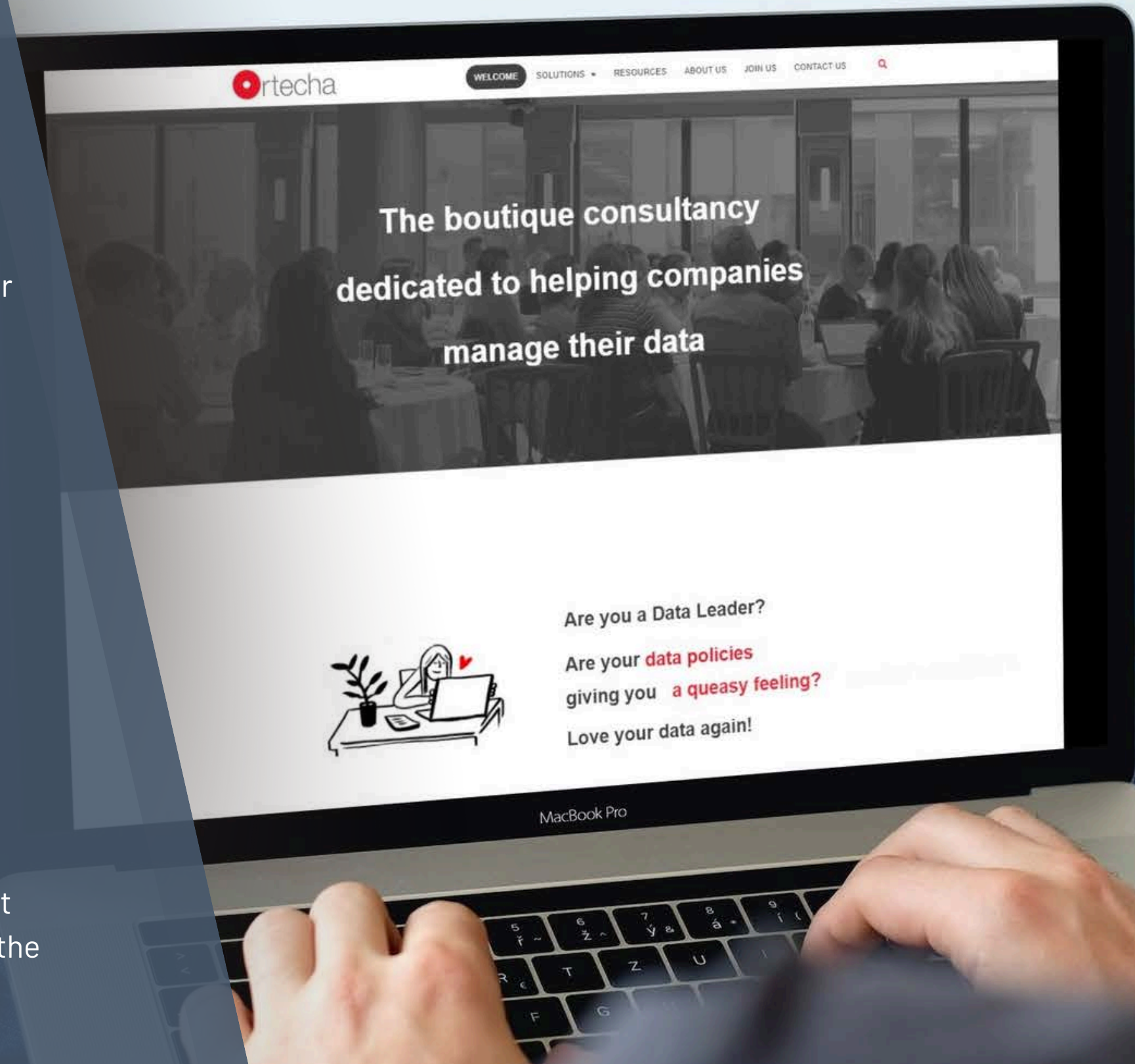
But as they grew and sought larger, strategic clients, the brand no longer reflected the calibre of their work, and several friction points emerged:

- 01 Their brand no longer reflected their value
- 02 Sales and marketing were running reactively
- 03 There was no dedicated marketing resource
- 04 The leadership team recognised the moment

Incremental tweaks wouldn't be enough.

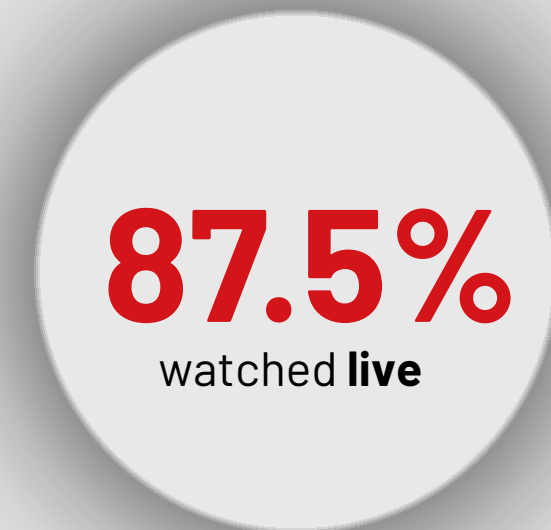
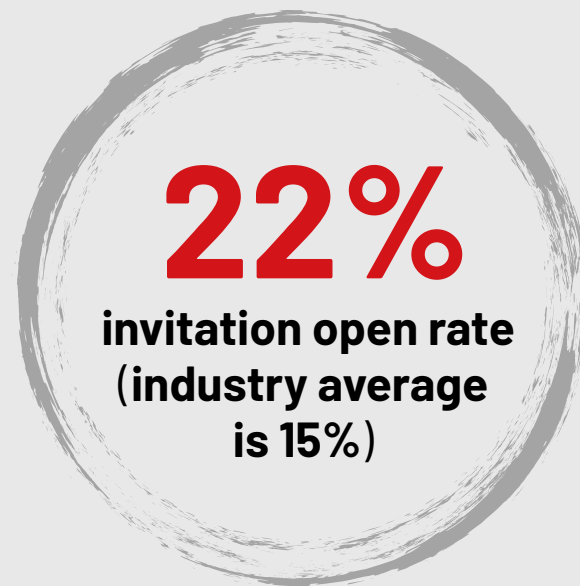
The business needed alignment, clarity and a scalable engine.

So they asked Challenge to help them build the foundations for their next stage of growth, brand, strategy, capability and pipeline, without losing the essence that made Ortecha, Ortecha.



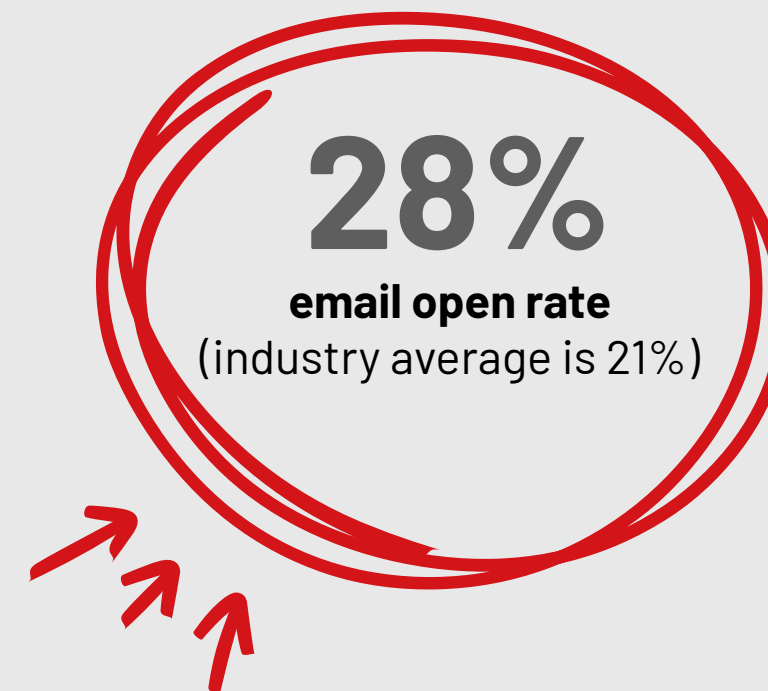
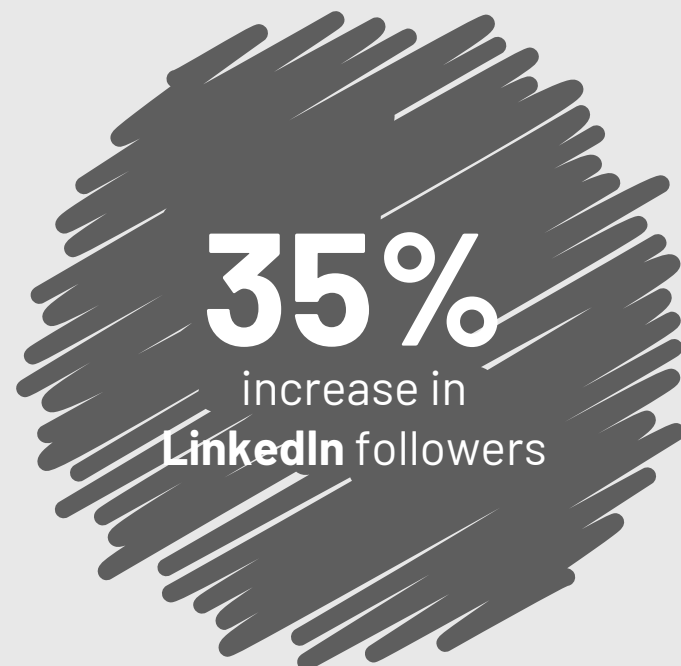
# AUDIENCE QUALITY AND EVENT TRACTION

Within 12 months, the new demand engine was attracting the right audience and generating measurable engagement.



## MARKET MOMENTUM AND REACH

The programme did not just create activity. It increased visibility, expanded reach and brought more new accounts into the funnel.



## PROCESS

Real growth starts with clarity.

So Ortecha's transformation began with the [Brand Accelerator](#), a structured, human-researched process designed to identify what's working, what's inconsistent and what's limiting growth.

We then ran two face-to-face Discovery Sessions to hear firsthand from Ortechans.

“

*“Working with Challenge never felt like working with an outside agency. They quickly became a trusted extension of the team, combining smart strategic thinking with hands-on delivery in a way that felt seamless. They understood what we were trying to achieve, brought clarity and structure to the process and made the whole experience productive, collaborative and enjoyable. They were highly effective, great people to work with and a brilliant example of what it looks like when an agency genuinely lives by the idea that engagement is everything.”*

**[Peter Youngs, Founding Partner]**

”



# IDENTITY

## 01

### Brand

A broad diagnostic of visual identity, messaging, content, business development, and marketing activities.

**A full state of the union to surface gaps, immediate needs and suggest prioritised actions.**

## 02

### Positioning

What Ortecha does, the audiences they serve, why the company stands out in their customers' eyes, and where they add value.

## 03

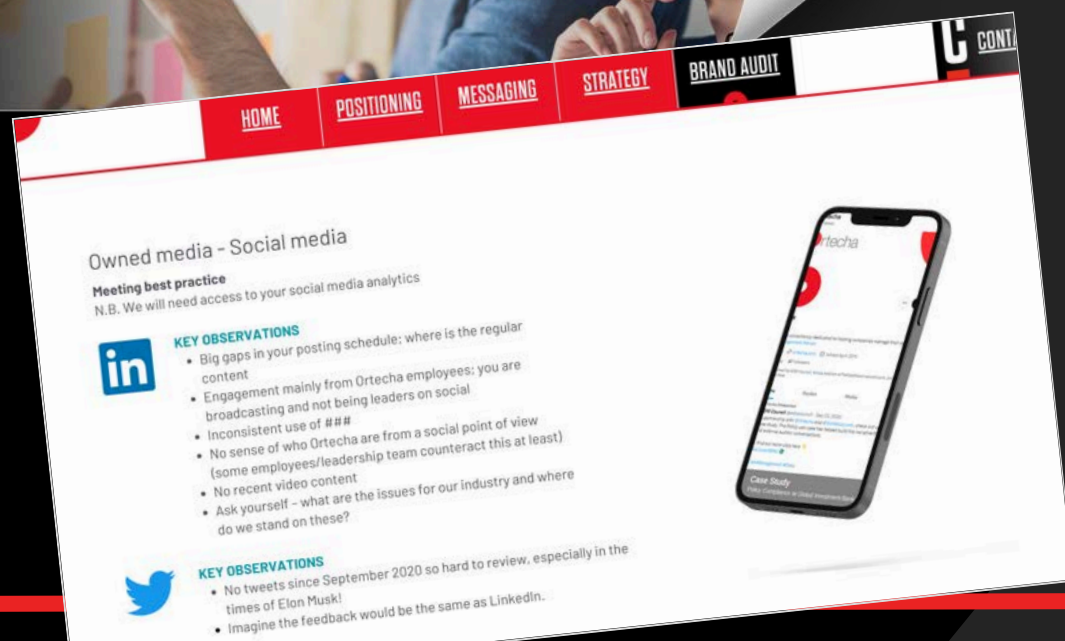
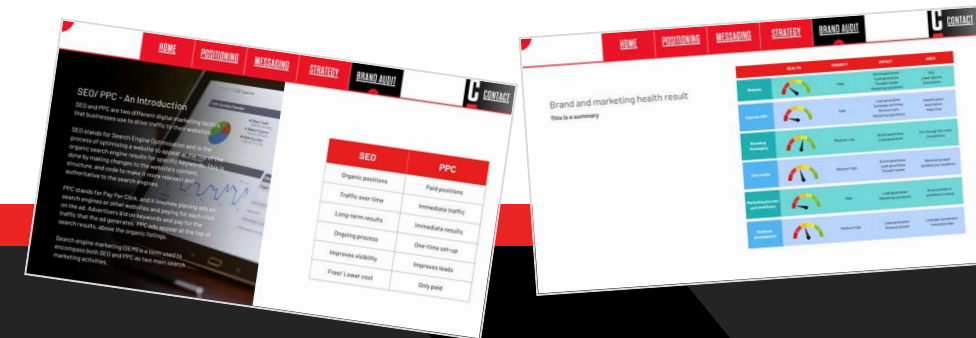
### Messaging

How Ortecha should talk about the services they offer, the tone of voice they communicate with, and how the message should be adapted depending on different stakeholders and their level of awareness.

## 04

### Strategy

A marketing plan that aligns with sales to create a robust business development engine, which ensures a high level of automation, scalability, and analytical insights are present in each and every step of the funnel – including post-sales support.



## IDENTITY

We created a modern, confident, flexible identity system, expressed in the Ortecha Brand Book

A refreshed logo system

A striking red/white/dark grey palette

A clear, modern typography family

A distinctive photography approach

Data-inspired donut fills

Symbolic circles for big-picture storytelling

This wasn't cosmetic. It gave Ortecha recognition, coherence and commercial confidence.



# TURNING BRAND INTO ACTION

**THE ORTECHA LOGO** There are two versions of the logo. Having two versions allows an extra degree of flexibility in design and layouts. Version 1 is preferred and to be used whenever possible. Version 2 is for occasions when there isn't enough room for the height of Version 1, i.e. long and narrow spaces.



Version 1 Icon centred above the wordmark



Version 2 Icon to the left of the wordmark

RED #FF0033  
DARK GREY #333333



3



## ... TYPOGRAPHY EXAMPLES

NOTO SANS BOLD

### Headline

NOTO SANS REGULAR

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

NOTO SANS DEMI BOLD

### Versions of Lorem Ipsum

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

NOTO SANS EXTRA BOLD

**This extra bold option creates greater impact and is designed to be used at large sizes**

- NOTES:
1. TYPE WILL LOOK BEST WHEN SET WITH LEADING AT 125% OF TYPE SIZE. FOR INSTANCE IF TYPE SIZE IS 12, LEADING IS 15.
  2. HEADLINES CAN BE SET IN DARK GREY OR RED.
  3. BODY COPY SHOULD ALWAYS BE SET IN DARK GREY.

# TURNING BRAND INTO ACTION

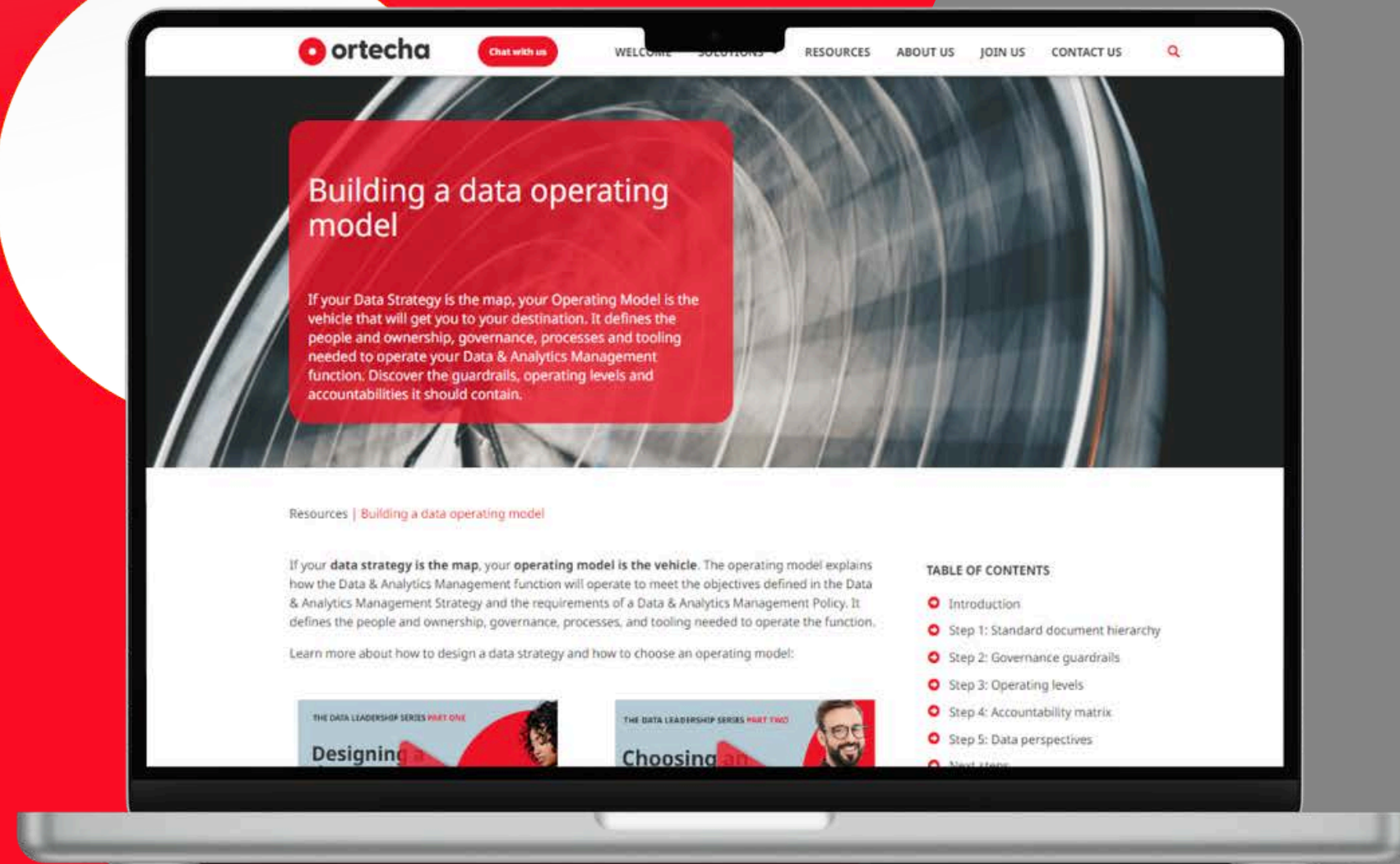
## HIGH-QUALITY ASSETS READY FOR GROWTH

A brand only works when it's lived.

So we moved quickly from identity to implementation.

- Email signature
- PowerPoint template
- Sales "Battle Brochure"
- Website mock-ups
- Headshots and team photography using the new style
- Foundational assets for BD & marketing

This gave Ortecha every tool they needed to show up consistently, confidently and professionally. Internally and externally.



# TURNING BRAND INTO ACTION

A series of printable PDFs tied into each webinar topic meant a detailed and insightful follow up, available ungated on their website.

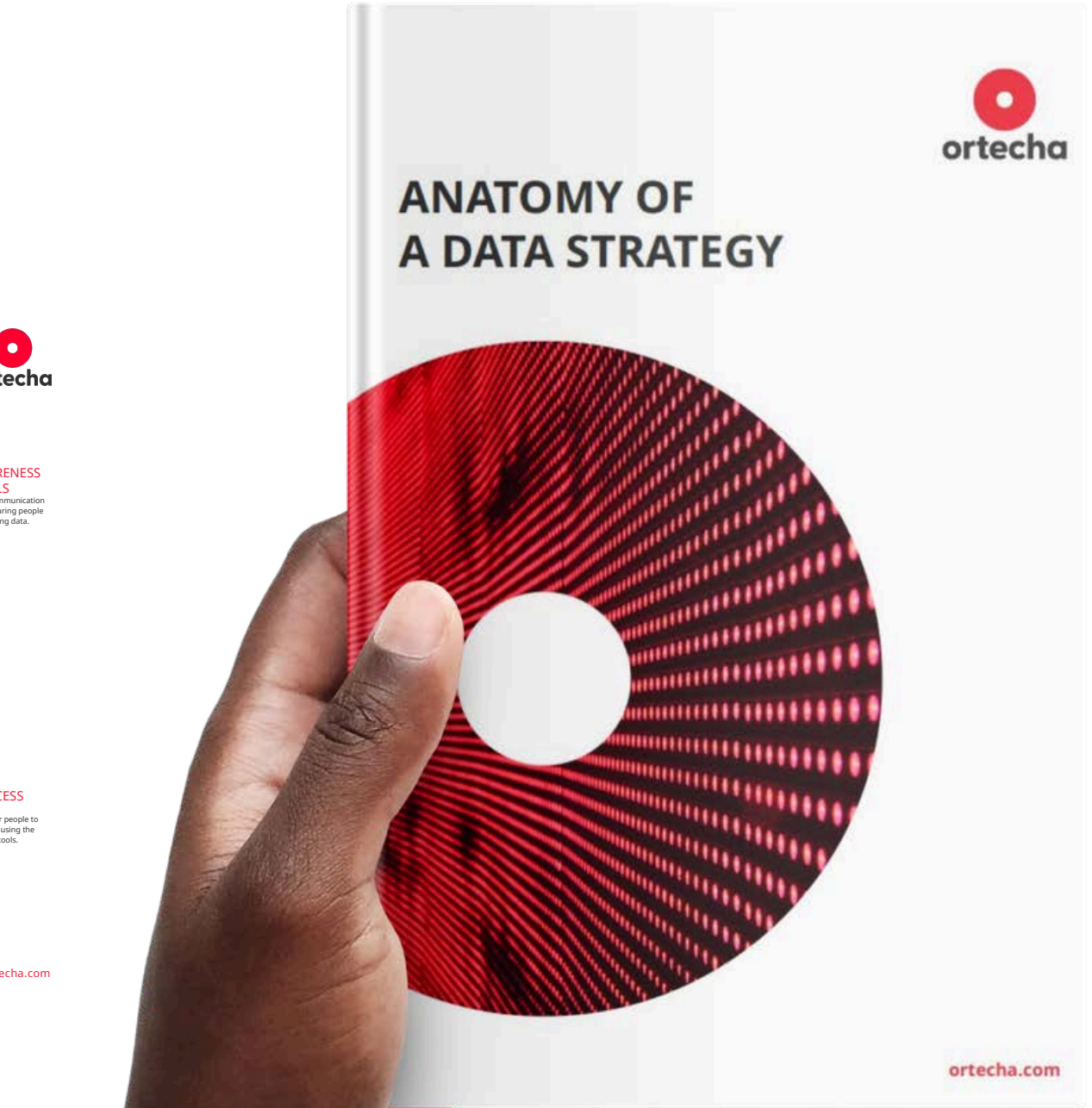
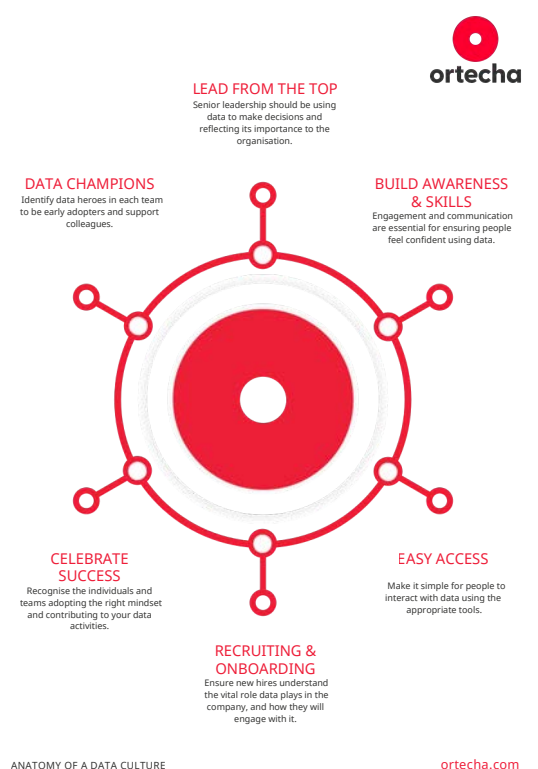


## 6 DATA CULTURE ESSENTIALS

A good data culture is one where everyone feels a collective responsibility for data, and interacting with it is a normal part of everyday work. But how to encourage the right attitudes and behaviours?

- Lead from the top** Your Senior Leadership Team should be role models to the rest of the organisation – building up their own skills, using data to help make business decisions, explaining the value it brings (or the risk it minimises) in company meetings, reflecting its priority when making funding decisions, and making the connection between data and business outcomes clear.
- Build awareness, interest and skills** Identify the different needs within the company and create engaging communications and learning paths so people feel confident using the data and the tools, and understand their responsibilities. Take the time to understand the pain points and opportunities in different departments and tailor your messages accordingly. Not everyone needs to be a data expert, so provide deep dive training and certification for data professionals, with online learning and workshops for other colleagues.
- Give easy access to tools and data** For people to interact with the data as part of their everyday work, they need to be able to look up information about it (e.g. definitions, quality, ownership), raise issues about it, and analyse it – so give them quick and fuss-free access to your Data Catalogue, Issue Management and Reporting tools.
- Make data a part of recruitment and onboarding** Everyone will have some interaction with data (even if 'data' isn't in their job title), so mention it in job specs so expectations are clear from the start and new recruits are comfortable with data (or happy to become so). Create a short video to be used as part of your onboarding process to explain to new starters the importance of data to the organisation and where they can turn for support. If someone takes on a role such as Data Steward, include it in personal objectives and appraisals.
- Celebrate your successes** Recognise individuals and teams who are contributing the most to your data efforts, taking baby steps in the right direction, or exhibiting the behaviours you'd like to encourage – create a recognition scheme, feature them in internal newsletters and townhalls, and share their insights into what works (and what doesn't) so others can learn from their experience.
- Turn your heroes (and detractors) into Data Champions** Identify the most enthusiastic people in each team and assign them to be your local data cheerleader, translating jargon into the local 'language', acting as a phone-a-friend for colleagues' queries, and being an early adopter of new initiatives and tools. People complain because they care – if you engage with them, understand their concerns and demonstrate value, they can become your most significant supporters.

ANATOMY OF A DATA CULTURE [ortecha.com](https://ortecha.com)



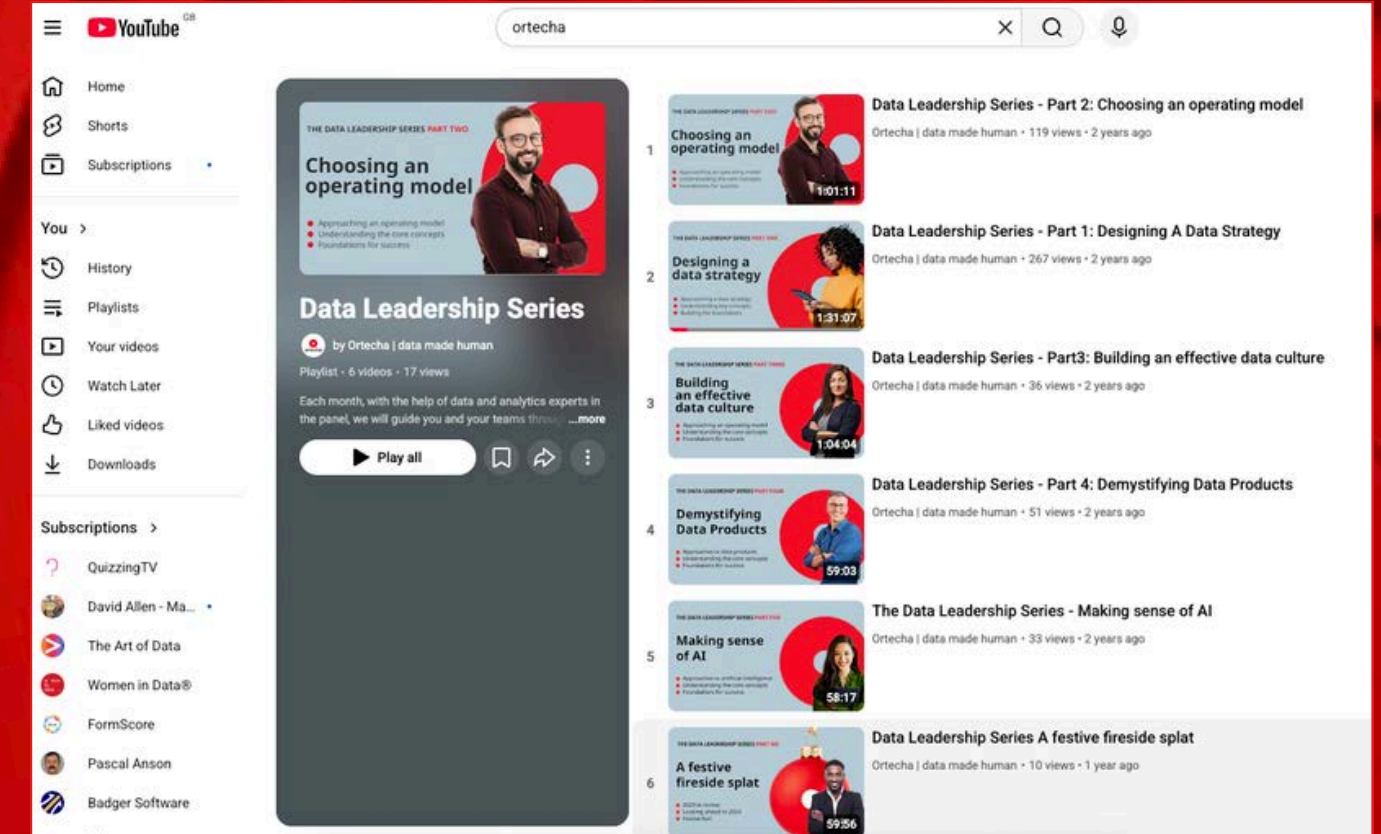
# CREATING DEMAND

## A repeatable events engine

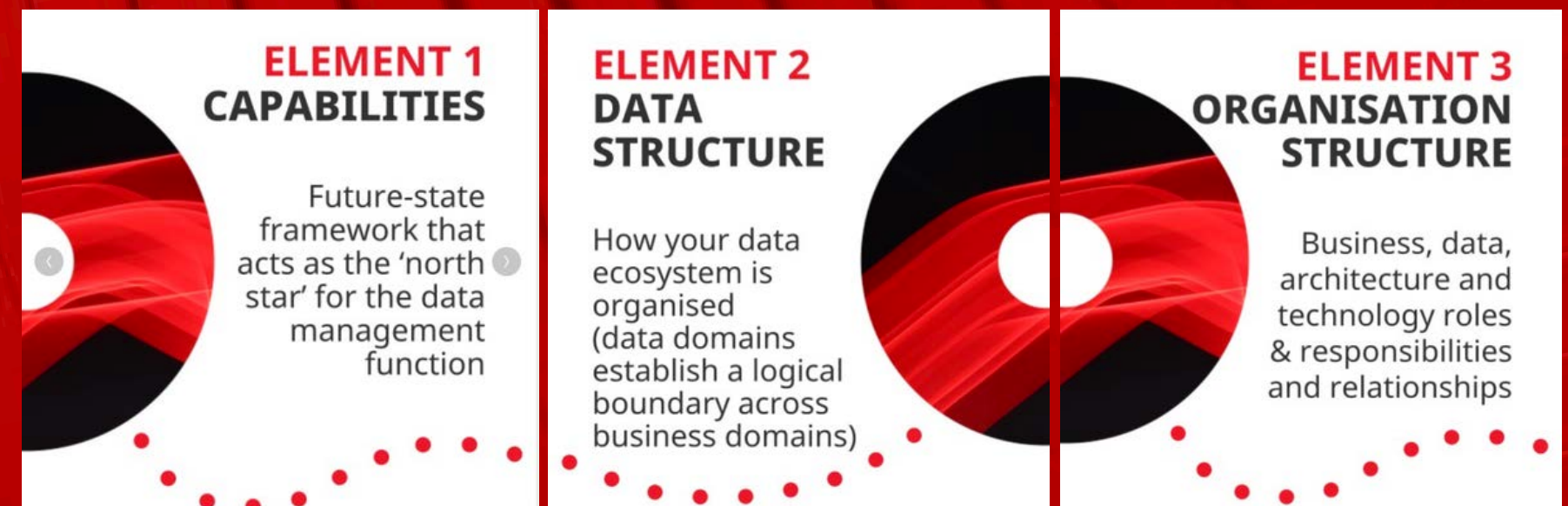
### Transforming brand into authority

With the foundation set, we built a predictable demand engine.

Designed to generate authority, audience and opportunity, Challenge built a repeatable framework around monthly online events, giving Ortecha the structure, consistency and momentum they needed to scale demand.



YouTube profile



Social media carousel

# Watch on demand





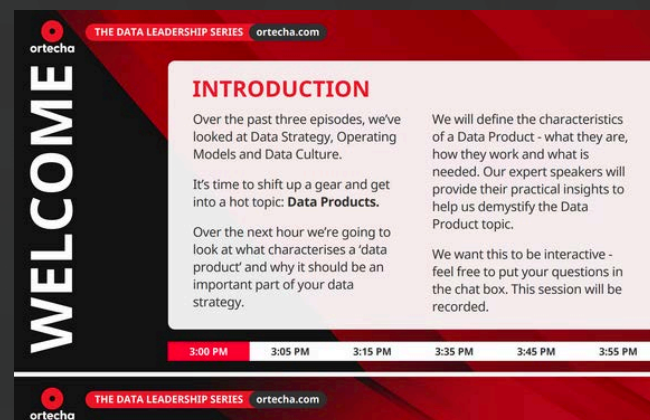
67%

of attendees were  
senior leaders and executives.

## CREATING DEMAND

The flagship initiative was The Data Leadership Series – a monthly sequence of insight-led online events designed to position Ortecha as a leader in data strategy, culture and transformation.

Registrations were driven through social updates, email nurtures, LinkedIn DMs and personal invitations.



**WELCOME**

THE DATA LEADERSHIP SERIES | ortecha.com

### INTRODUCTION

Over the past three episodes, we've looked at Data Strategy, Operating Models and Data Culture.

It's time to shift up a gear and get into a hot topic: **Data Products**.

Over the next hour we're going to look at what characterises a 'data product' and why it should be an important part of your data strategy.

We will define the characteristics of a Data Product - what they are, how they work and what is needed. Our expert speakers will provide their practical insights to help us demystify the Data Product topic.

We want this to be interactive - feel free to put your questions in the chat box. This session will be recorded.

3:00 PM 3:05 PM 3:15 PM 3:35 PM 3:45 PM 3:55 PM



**WELCOME**

THE DATA LEADERSHIP SERIES | ortecha.com

### INTRODUCTION

In June, we shared how to build a strategy to deliver the data the business needs to achieve its objectives.

In this session, we will walk you through choosing an operating model to organise your people, processes, data and technology to deliver data value to those objectives - bringing data to life.

Without an operating model, no one is accountable for the data, people don't know what to do, everyone does it differently, no one trusts the data and technology can't fix the problem.

As one of the key governance guardrail design documents, the operating model is often missing in action.



## ESTABLISHING A MARKETING FUNCTION

For the transformation to last, Ortecha needed capability, structure and confidence  
Strengthening the engine.  
Martech done properly

As interest grew, systems needed to grow with it.  
Challenge supported Ortecha in fully leveraging their martech stack:

- CRM configuration and optimisation
- Integration across tools
- Reporting and dashboards
- Automated workflows
- Lead journeys
- Nurture sequences
- Performance tracking

This ensured the marketing function wasn't just visible – it was predictable, scalable and commercially meaningful.

## ESTABLISHING A MARKETING FUNCTION

Building a predictable demand engine.  
For the transformation to last, Ortecha needed capability, structure and confidence.

“

*Having never done marketing before, I was completely outside my comfort zone. But the training and coaching I received from Challenge enabled me to quickly learn best practice for social media and feel confident taking the lead – which is now driving measurable impact on the business.*

**Araminta Huitson**  
**Principal Consultant, Data Culture Lead & Global Head of People,**  
**Comms & Culture**

”

### **Empowering the team.**

A major barrier to scale was the lack of a dedicated marketing resource. To prevent this slowing growth, Challenge acted as Ortecha’s **strategic marketing function**, while supporting an internal consultant on day-to-day execution.

Brand transformation only sticks when the people behind it believe in it and know how to use it.  
So Challenge:

**Ran a LinkedIn Masterclass for the leadership team** giving senior figures the tools, confidence and structure to build their presence and use social strategically – aligned with the new brand and tone.  
This helped embed confidence, capability and momentum across the organisation.

**Created and launched an editorial newsletter** to communicate expertise, nurture prospects and reinforce thought leadership.

# HOW WE DELIVERED

Structure, consistency and (importantly) fun  
 Challenge and Ortecha worked as a true partnership,  
 built on transparency, rhythm and momentum.

### Objective and KPIs

**Key objective Y23**  
 "Establish a strong foundation for growth and enhance our brand presence."

Event Registrations	Net new	Exec and senior-level
<b>832</b>	<b>321</b>	<b>67%</b>
Landing page conv.	Newsletter	LinkedIn followers
<b>52%</b>	<b>36%</b>	<b>748</b>

### Next Session: Looking Ahead to Q1

**Brand health**

- 1. Brand look & feel **MAINTAIN**
- 2. Messaging & Positioning **IMPROVE**
- 3. Owned channels **IMPROVE**

**Top of Funnel - Reach the audience**

- 1. Organic (No. of Visits) **IMPROVE**
- 2. Campaign (No. of Sends) **MAINTAIN**
- 3. Clicks (Opens, Click-Through Rate) **MAINTAIN**
- 4. Land (Page Visits, Time on Page) **MAINTAIN**

**Middle of Funnel - Engage the audience**

- 1. Register (No. of Registrations, Visits) **IMPROVE**
- 2. Attend (% of Attendees) **MAINTAIN**
- 3. Nurture (Touchpoints) **IMPROVE**

**Bottom of Funnel - Convert**

- 1. Engage (No. of Conversations) **REMEDIALTE**
- 2. Quality (No. of SQLs, Scoring) **REMEDIALTE**
- 3. Develop (No. of Opportunities) **IMPROVE**
- 4. Deals (Closed Won, Lost, Pending) **MAINTAIN**

Where should we focus?

### KPIs & marketing insights

<b>ortecha</b> Traffic Users / session ratio Landing page conversion rate <b>52%</b>	<b>LinkedIn</b> Engagement: Last 13.68% Reach: Last 4889 Follows: Total 748 +81	<b>insights</b> Sent: 1,900m Open rate: 36% Event invites: Sent 30,000m, Open rate 30%
<b>YouTube</b> On-demand video Views: 219+ Hours watched: 28.4	<b>Efficiency / Time Savings</b> • Faster e... • High au... • Increase... • High au...	

### Q4 Delivery planning

<b>What to maintain</b> • Brand • Campaign • Attendance %	<b>What to improve</b> • Messaging • Event registrations • Nurture	<b>What to plan</b> • Start strategy planning • Personalisation & segmentation • Service description • Next step of branding • Contact database topping up • Budget discussion
<b>What to remediate</b> • Speed of content delivery • Event speakers / balanced Pov • Follow-up and prospecting	<b>What to evaluate</b> • Social media • CRM data structure • Targeted paid advertising	

### Project status overview

<b>Project Setup &amp; Management</b> • 50% complete • On track • In progress • Working well	<b>Benchmark &amp; Reporting</b> • 50% complete • On track • In progress • Working well	<b>Campaign Activity</b> • 50% complete • On track • In progress • Some improvements	<b>Newsletter</b> • 50% complete • On track • In progress • Training to do	• 75% complete • On track • In progress • Documentation & home page	• 90% complete • On track • In progress • Documentation & training to do
<b>FY23 Marketing Planning</b> • 50% complete • On track • In progress • Working well	<b>Social Media Masterclass</b> • 100% complete • Some overspend • Delivered • Working well	<b>Live Event Support</b> • 50% complete • On track • In progress • Work in progress	<b>Brand Refresh</b> • 100% complete • On track • Some overspend • Delivered • Working well	<b>Capsule CRM</b> • 80% complete • On track • Overspend • In progress • Working well	<b>Agility Days</b> • 7/8 days allocated • On track • In progress • Working well





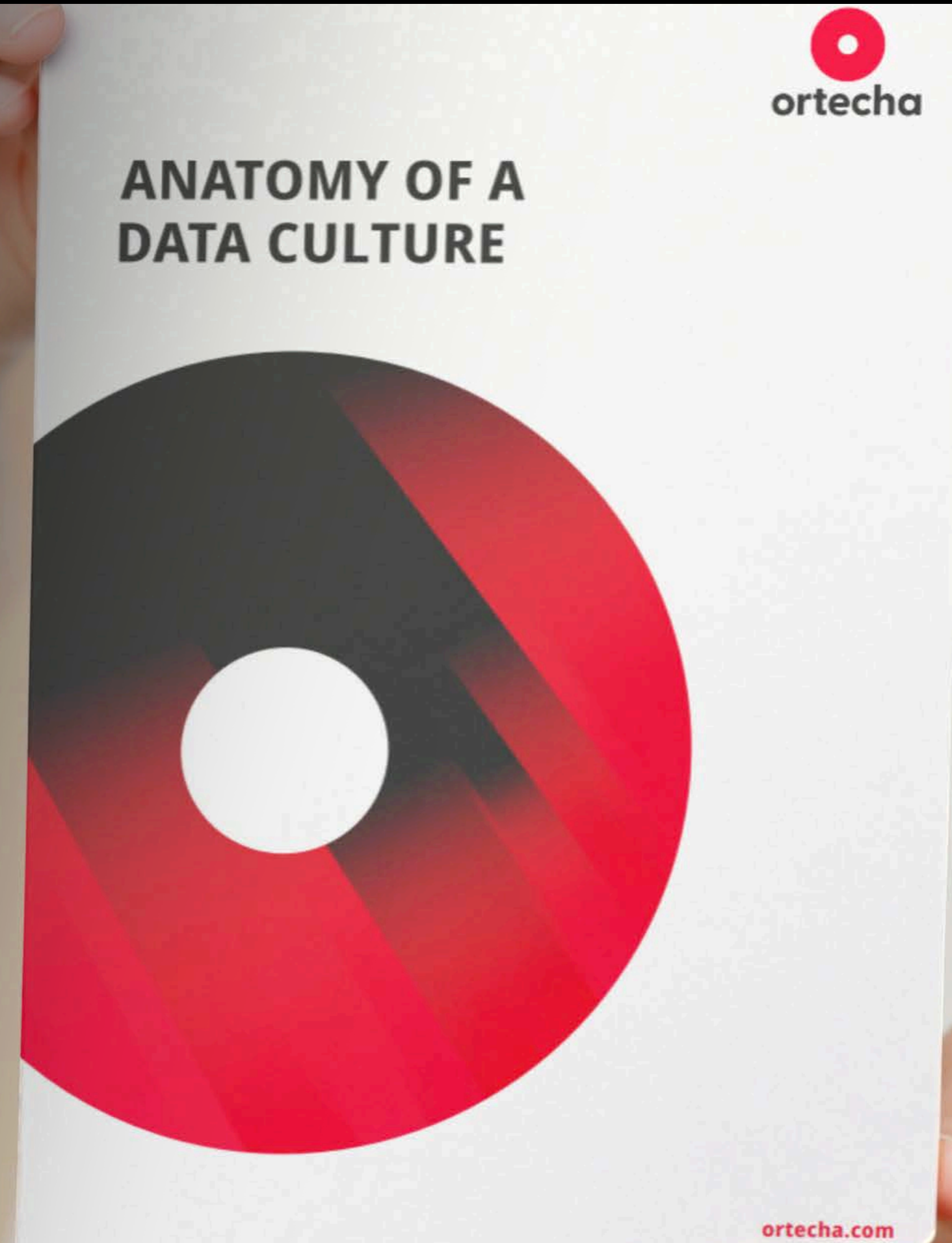
## THE OUTCOME

### A business ready for the next stage of growth

By the end of the programme, Ortecha had:

- A brand that finally reflected their expertise
- A complete identity system
- A full suite of practical, everyday assets
- A confident leadership presence on LinkedIn
- A powerful, scalable content engine
- A flagship platform (The Data Leadership Series)
- A fully implemented martech stack
- Sales and marketing alignment
- A stronger market presence and pipeline
- A confident, capable internal team

Most importantly, they had alignment — about who they are, what they stand for, and how they help their clients succeed. And alignment created momentum.



## THE IMPACT IN NUMBERS

Within 12 months, the work had delivered stronger response, higher-quality engagement and measurable commercial momentum.

### RESPONSE

**28%** email open rate  
(industry average is 21%)

**22%** invitation open rate  
(industry average is 15%)

### AUDIENCE

**67%** Executive & Senior  
level attendees

**1,071** Contacts  
registered

**370** Accounts  
registered

### OUTCOME

**75%** net new accounts

**3,260** new website  
visitors

**35%** LinkedIn follower  
growth

# CHALLENGE COMPLETED

Ortecha is a powerful example of what happens when a business embraces the moment to grow – and chooses to build a brand and marketing engine worthy of its ambition.

Their expertise was always there.

Their reputation was strong.

Their team was committed.

They simply needed strategy, creativity and structure to amplify it.

At Challenge, we were proud to be the partner that helped them unlock that next chapter and proud to see the continued momentum they've created since.

Engagement isn't a tactic.

It's a mindset.

And Ortecha now embodies it at every level.

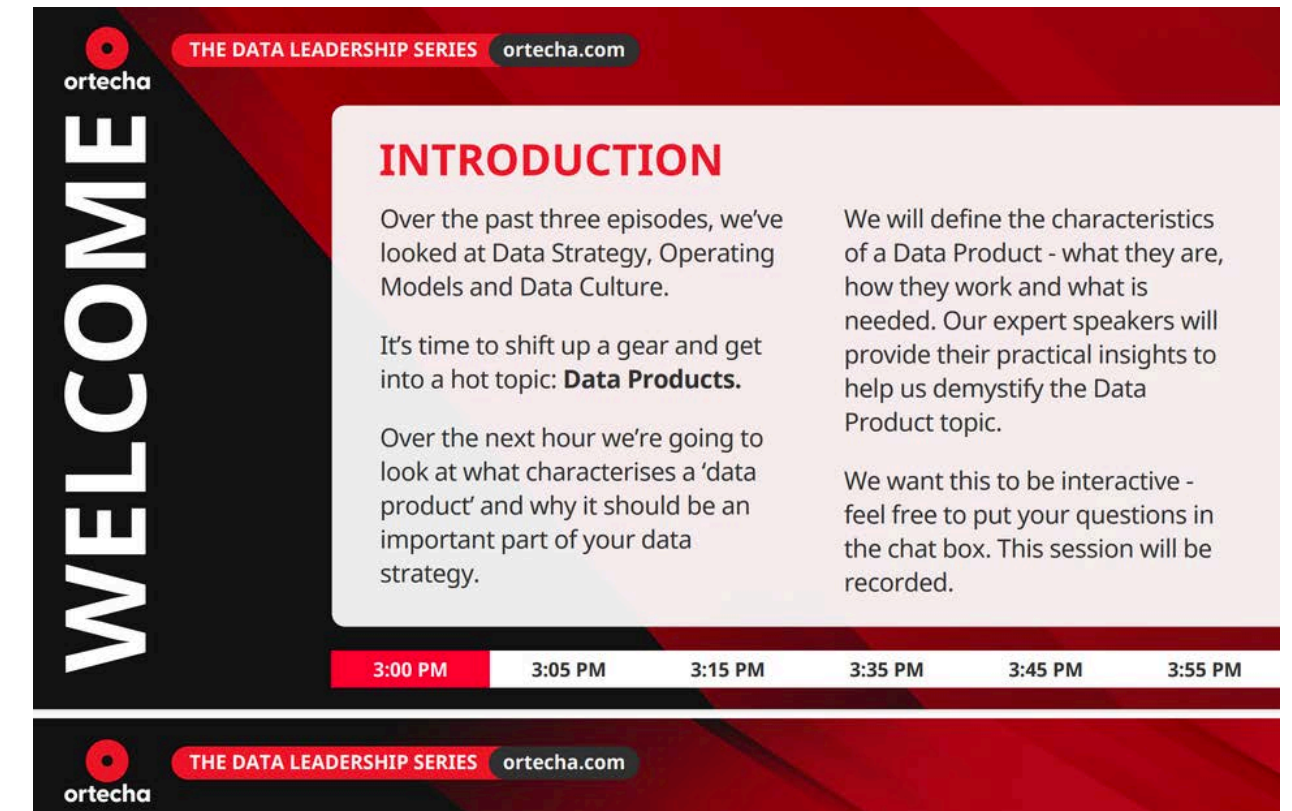
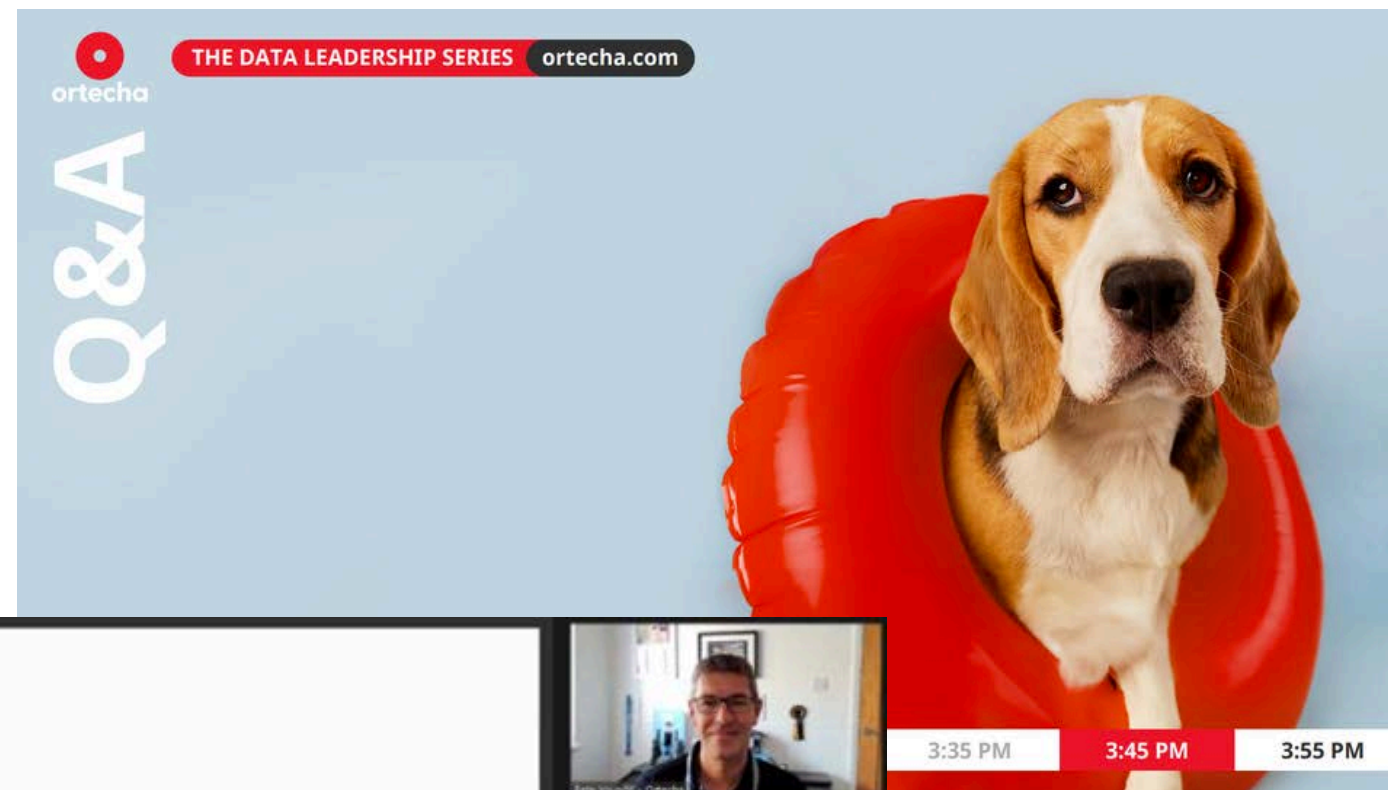


# LOOKBOOK

A selection of the assets developed as part of the transformation programme.  
Each designed to reinforce authority and drive pipeline growth.

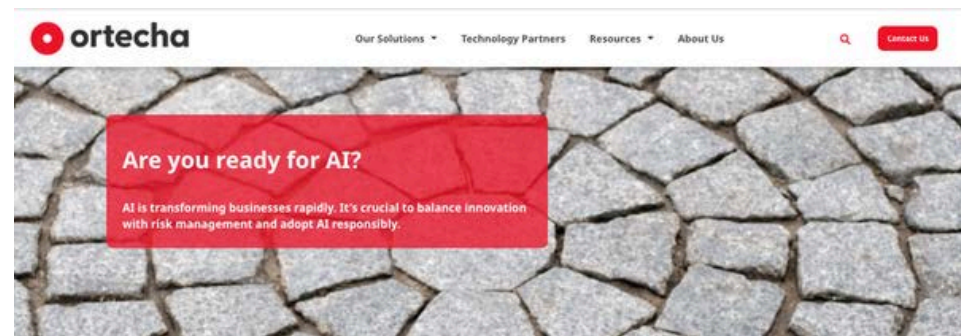
# DATA LEADERSHIP SERIES ONLINE EVENT & DECK SLIDES

A selection of webinar slides and screengrabs to showcase the new brand.



# WEBSITE SHOWING EVENT ARTICLE

Then continued across the website pages, before and after the event.



When ChatGPT stormed onto the scene, it set a record: the fastest growing consumer application in history with 100m downloads in 2 months. In less than a year, GPT4 entered the scene - rumoured to be trained on 1.76 trillion parameters - making its predecessor look like a quaint cousin.

This pace of development from true novelty that composes semi-coherent text to a bot that can pass the bar exam - in under a year - has every boardroom buzzing about AI.

For every CDO, the capabilities that generative AI represent for use cases from testing with synthetic data to content creation at scale, put AI on the map.

Of course, AI is much more than just Chat GPT, but it's a great example of how AI is permeating everyday life and therefore business. Running quietly in the background, many users don't even realise it's AI that's powering everything from scheduling to speech-to-text. Its capabilities are growing at break-neck speed, and with that its scope to improve business.

As Ben Clinch, Head of Information Architecture at BT, puts it,

“ [AI] creates an incredible competitive advantage if you can harness it correctly, but it's also a great threat if it's imperfectly implemented. ”

### Here and now

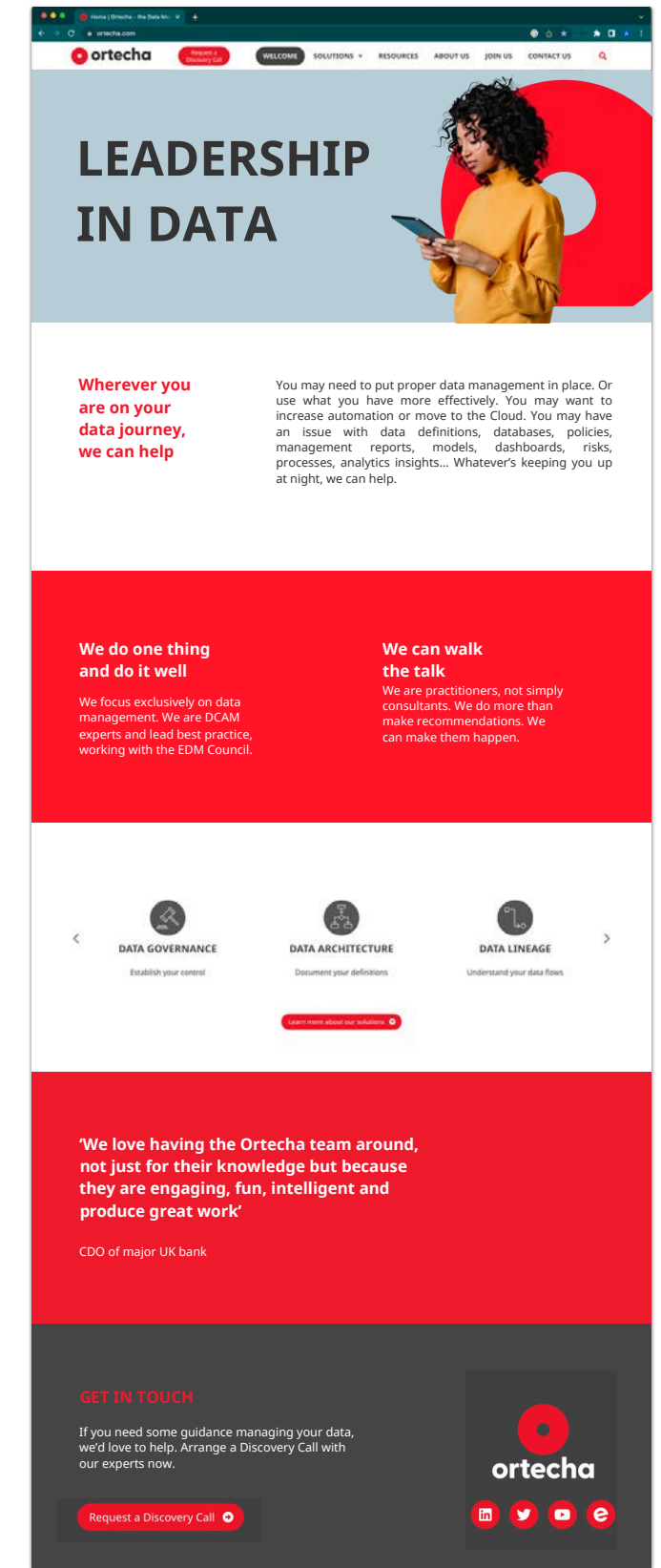
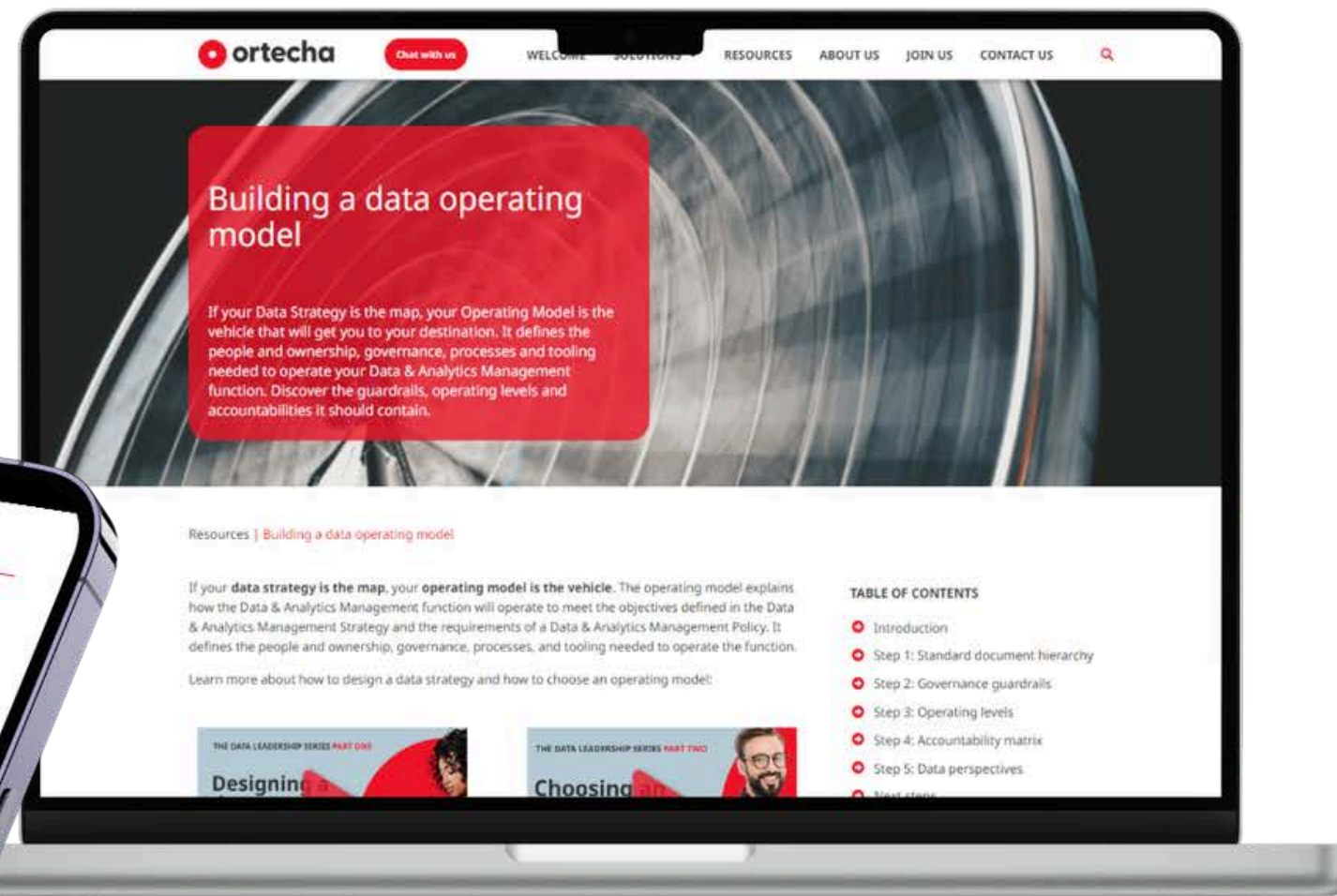
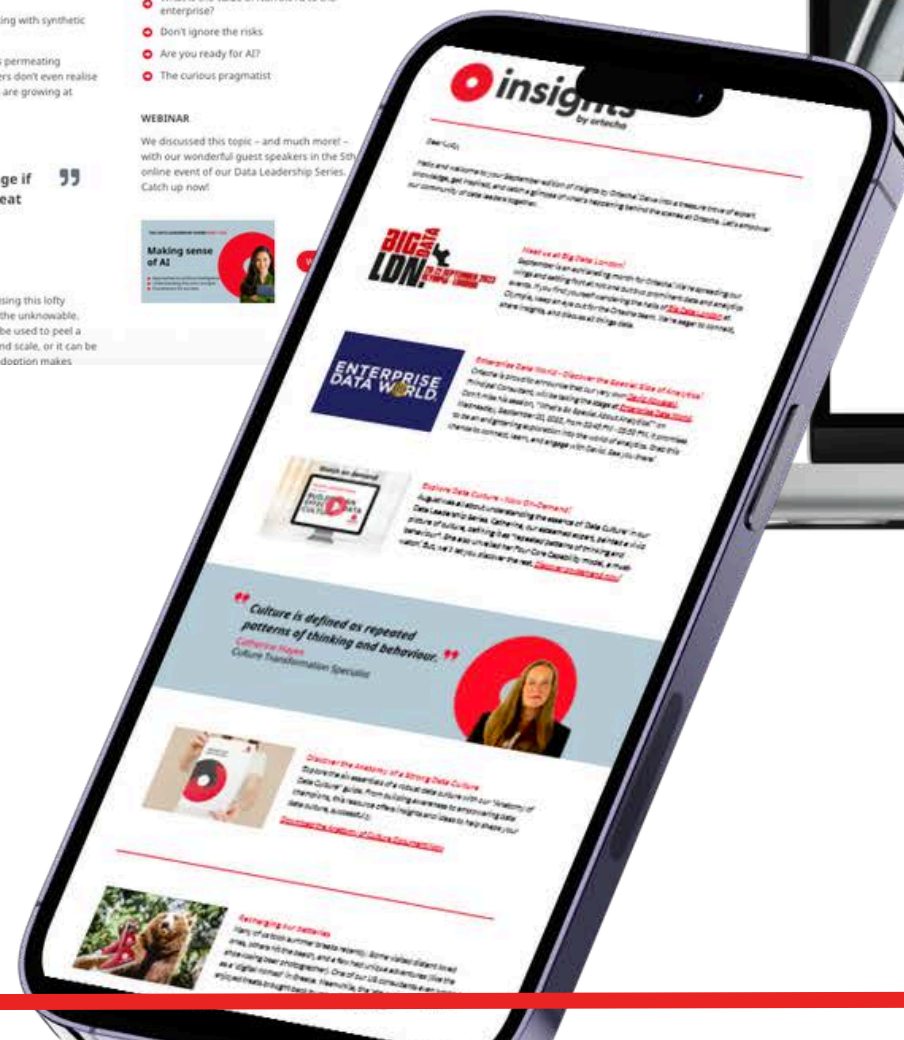
McKinsey claims that AI will add \$4.4tn to the global economy, but the path to realising this lofty statement is paved with perils. Why? Because humans are involved in manifesting the unknowable. Generative AI is a tool, much like a knife. It can be used to stab someone, or it can be used to peel a potato. It can be used to generate misinformation at an electron-swinging speed and scale, or it can be used to make a PowerPoint slightly less dull. The sheer pace of development and adoption makes

### CONTENTS

- Here and now
- How is Narrow AI used?
- What is the value of Narrow AI to the enterprise?
- Don't ignore the risks
- Are you ready for AI?
- The curious pragmatist

### WEBINAR

We discussed this topic - and much more! - with our wonderful guest speakers in the 5th online event of our Data Leadership Series. Catch up now!



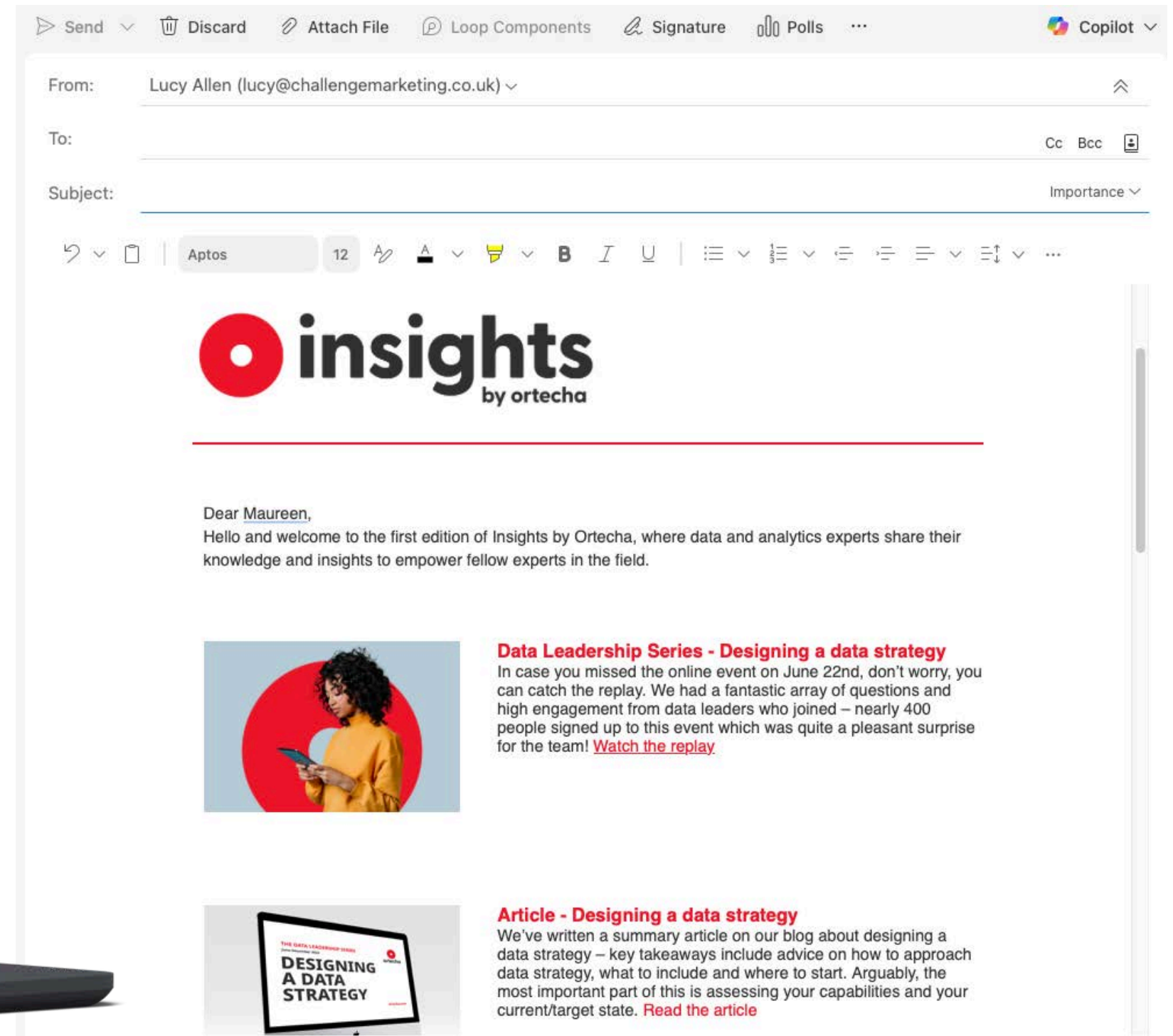
# BATTLECARD/ SALES ENABLEMENT PDF

Equipping sales with clear, confident messaging.



# EMAIL NEWSLETTER

Designed to nurture prospects and maintain top-of-mind presence.



## AUDIOGRAMS FROM EVENTS USED ON SOCIAL

Short audio snippets that work for sound on and off highlighting leadership thinking.

### DATA LEADERSHIP SERIES



**The** person in leadership needs to be an excellent communicator,



### DATA LEADERSHIP SERIES



Data **culture** is one where data is a fundamental

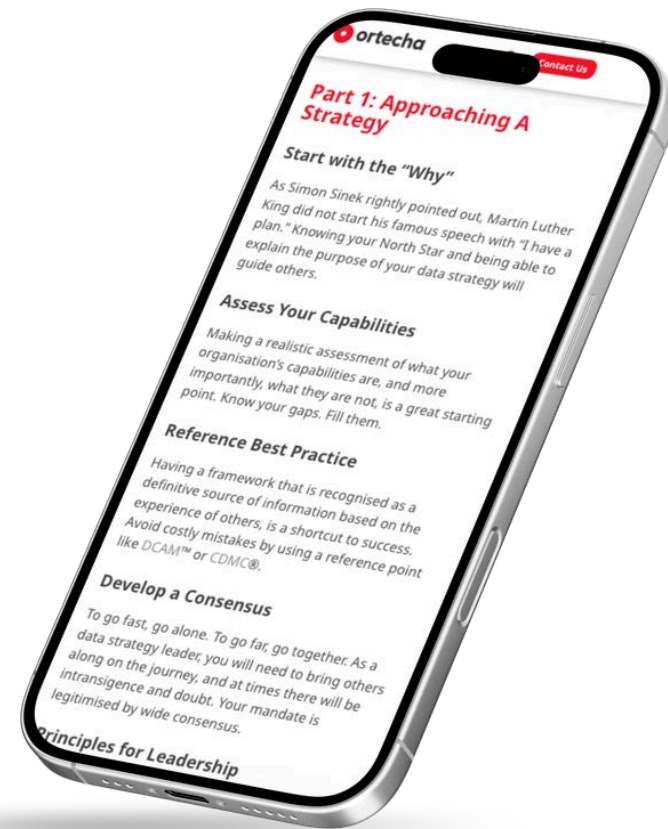
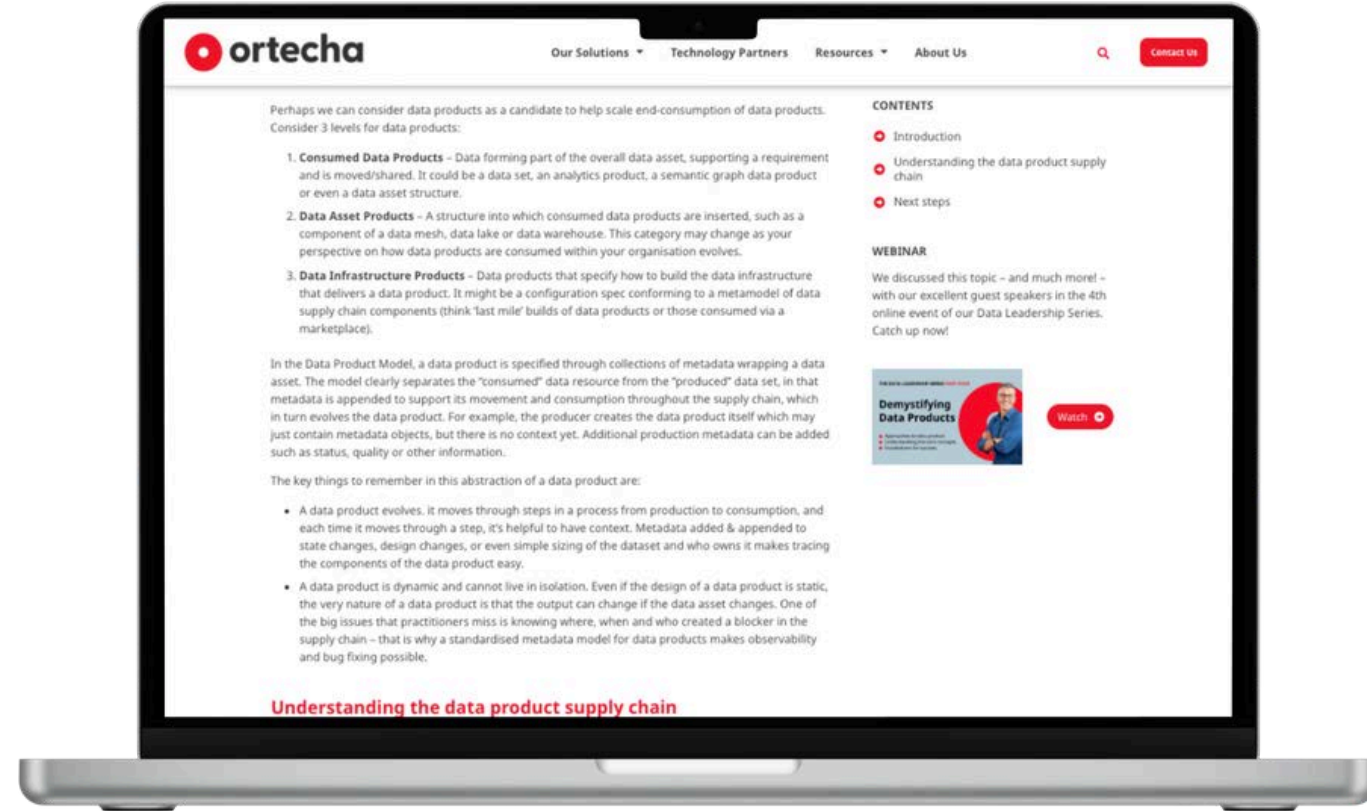


### DATA LEADERSHIP SERIES



a not so **great** data culture in the other..



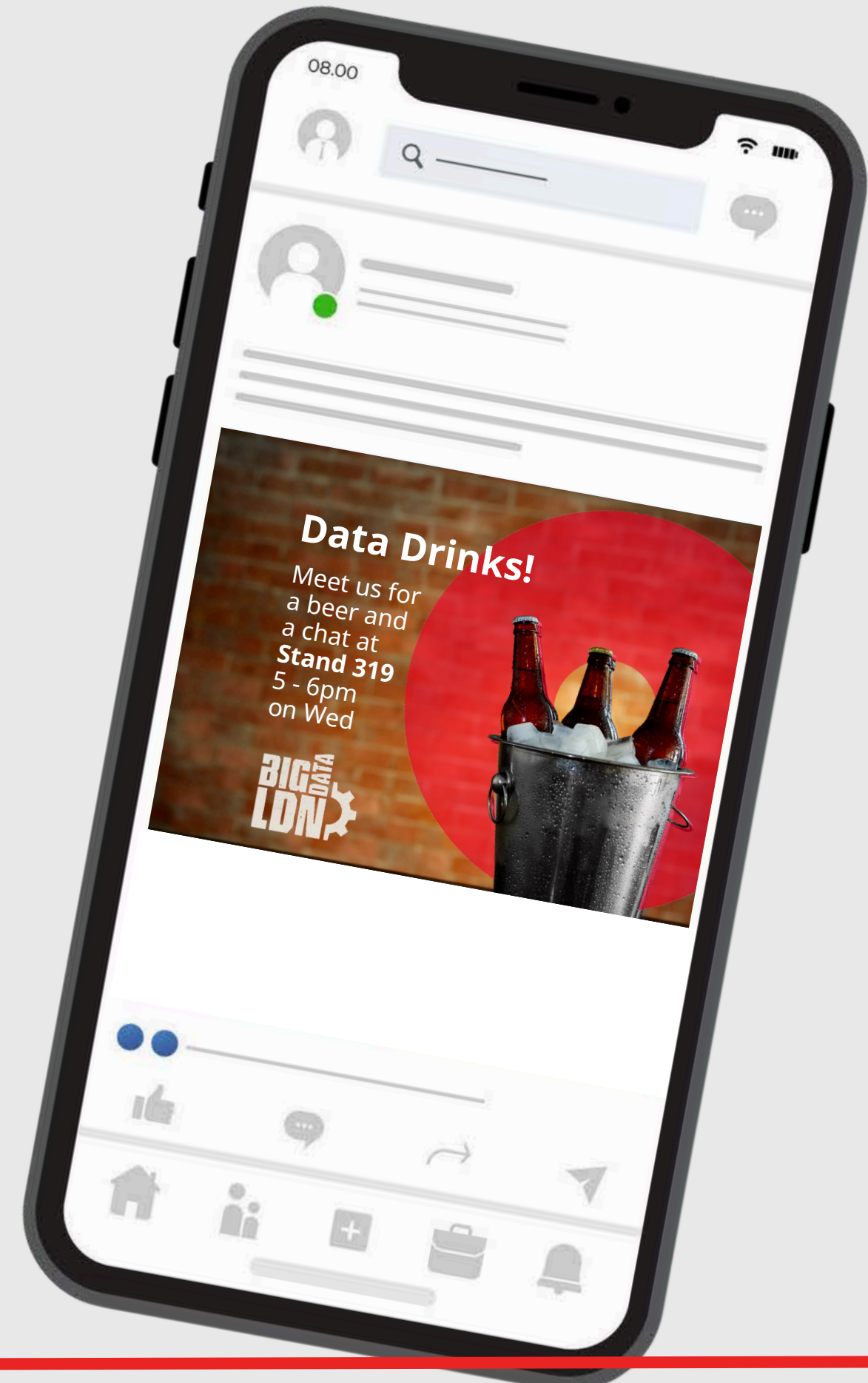
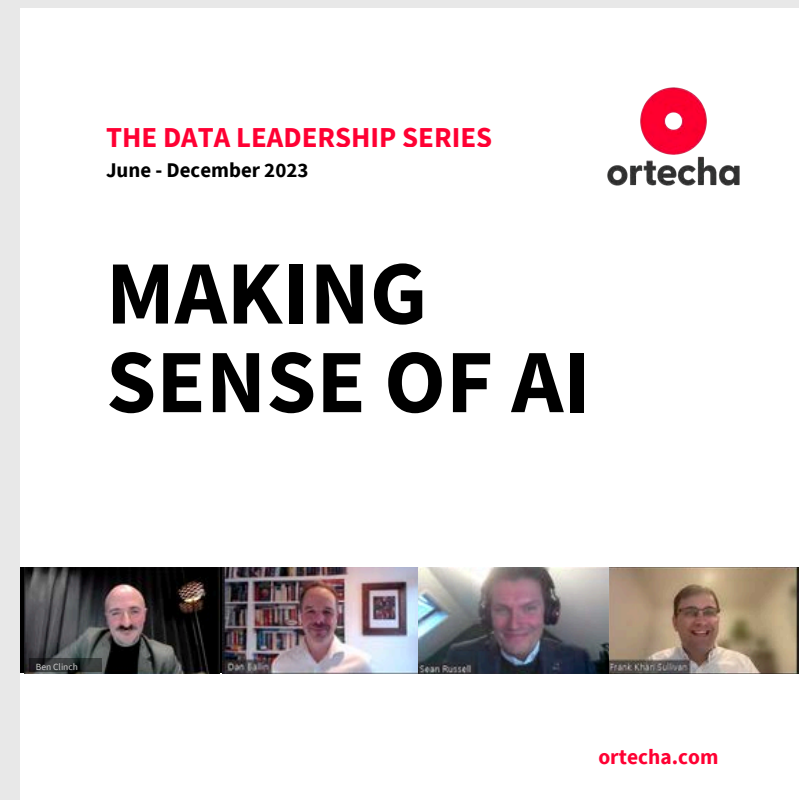


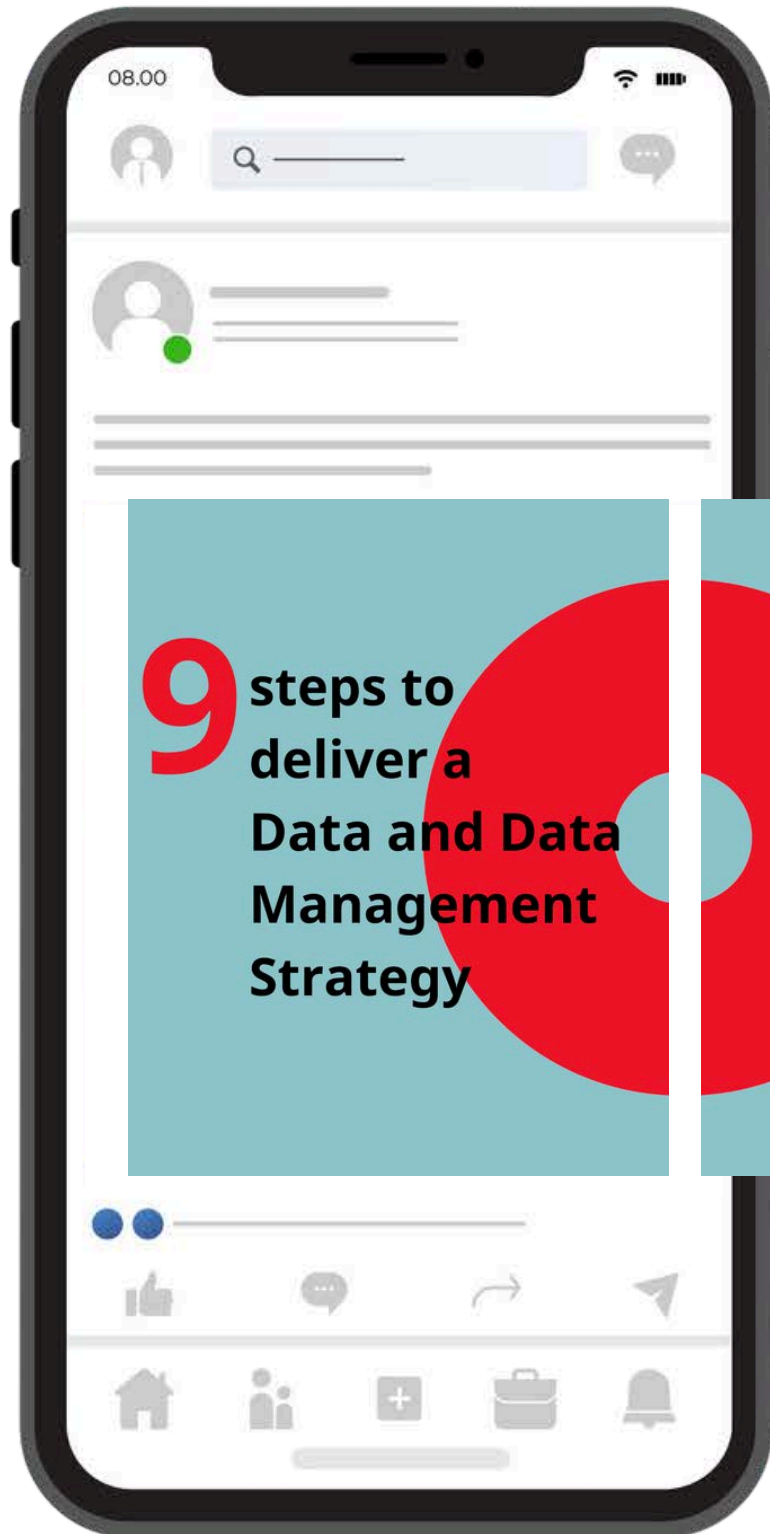
# EVENT ARTICLES

---

Repurposing event content into other assets to extend ROI.

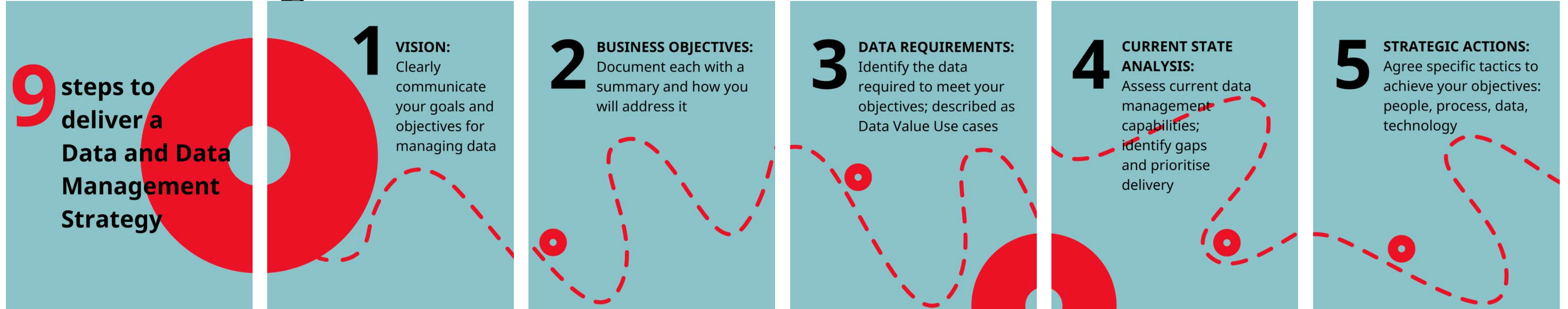
# SOCIAL POSTS

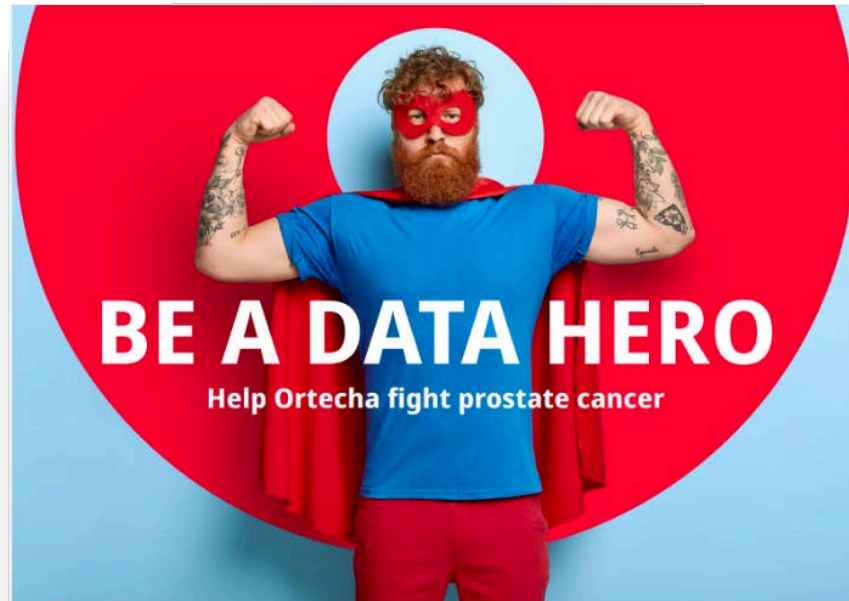




# SOCIAL CAROUSEL

Creating a range of formats to engage audiences.





**WE'LL DONATE £10 TO PROSTATE CANCER UK ON YOUR BEHALF WHEN YOU SIGN UP TO THE ORTECHA DATA LEADERSHIP SERIES.**

BE A HERO AND SIGN UP TODAY  
[ORTECHA.COM/DATAHEROES](https://ortecha.com/dataheroes)

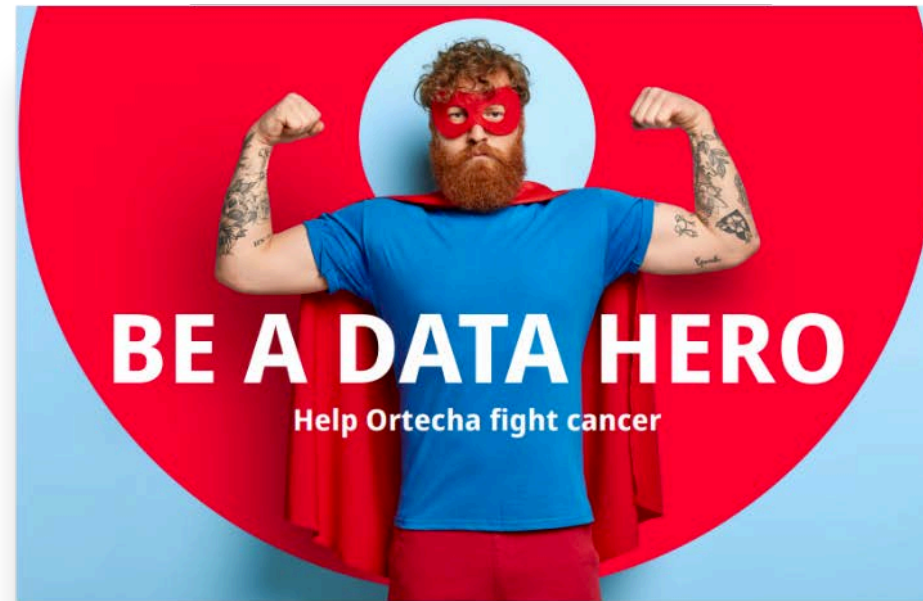
The Ortecha Data Leadership Series gives you a unique opportunity to learn from leading industry experts who share insights from real-life experience. It's FREE to attend the webinars and access all materials. Just sign up online at [ortecha.com/dataheroes](https://ortecha.com/dataheroes).

Prostate Cancer UK has funded and accelerated some of the biggest breakthroughs in prostate cancer care - from the use of multiparametric MRI to improve diagnosis, to the world's first precision medicine for prostate cancer.

We're making it our mission to help. For every new subscriber to the Data Leadership Series, Ortecha will donate £10\*.

Ortecha helps organisations to exploit the power of data and unleash its full potential.

\*Donations will be capped at £500, closing date 15th October 2023.



**WE'LL DONATE \$10 TO THE AMERICAN CANCER SOCIETY ON YOUR BEHALF WHEN YOU SIGN UP TO THE ORTECHA DATA LEADERSHIP SERIES.**

BE A HERO AND SIGN UP TODAY  
[ORTECHA.COM/DATAHEROES](https://ortecha.com/dataheroes)

The Ortecha Data Leadership Series gives you a unique opportunity to learn from leading industry experts who share insights from real-life experience. It's FREE to attend the webinars and access all materials. Just sign up online at [ortecha.com/dataheroes](https://ortecha.com/dataheroes).

The American Cancer Society has invested more than \$5 billion in cancer research since 1946 to find more and better treatments, and improve the lives of people with cancer and their families.

We're making it our mission to help. For every new subscriber to the Data Leadership Series, Ortecha will donate \$10\*.

Ortecha helps organizations to exploit the power of data and unleash its full potential.

\*Donations will be capped at \$500, closing date 15th October 2023.



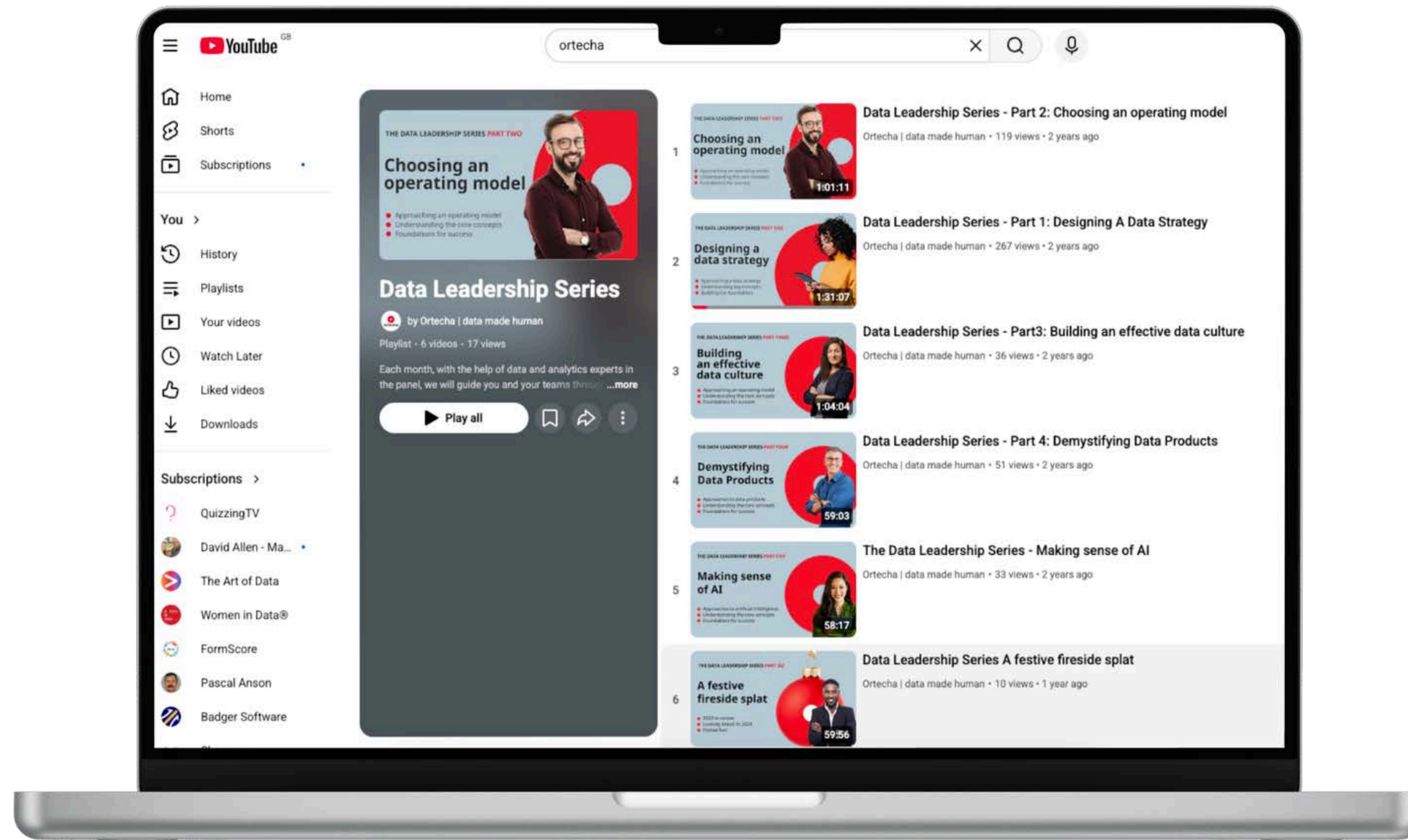
# BIG DATA LONDON FLYER AND USA VERSION

Engaging collateral to raise awareness and drive footfall to the stands at major events.

**BIG DATA  
LDN.**

# VIDEO CONTENT TO YOUTUBE

Increasing reach and engagement through a dedicated YouTube channel.



# MERCHANDISE

Ensuring brand consistency across digital and physical environments.



# ORTECHA BRAND BACKGROUNDS



# ORTECHA BRAND BACKGROUNDS



# ORTECHA BRAND BACKGROUNDS



**ONE OF ORTECHAS NEW BACKGROUND IMAGES**

## THE DATA LEADERSHIP SERIES **PART FOUR**

# Demystifying Data Products

- Approaches to data product
- Understanding the core concepts
- Foundations for success



# ENGAGEMENT IS EVERYTHING

Want to build engagement from the ground up so it's embedded into every facet of your marketing?

[SPEAK TO CHALLENGE](#)

[EXPLORE THE BRAND ACCELERATOR](#)

[VIEW OUR CREDENTIALS](#)

**CHALLENGE**

CASTLE  
STUDIO  
BY