CASE STUDY: Blue Chip Tek

In the winter of 2016-2017, Blue Chip Tek — Silicon Valley's leading provider of IT solutions to the world's most prolific technology brands — selected GEM Advertising as its strategic communications partner. For several years, Blue Chip Tek (BCT) had achieved unprecedented growth as a result of its expertise in a wide variety of hyperscale cloud solutions and applications. However, its communications strategy had fallen behind its growth trajectory, making for a disorganized sales process, website experience and brand proposition.

GEM's integrated creative, strategy, copy and design teams went to work to streamline BCT's brand positioning and provide a wide variety of assets, including a retooled brand architecture, root copy and design, a new web user experience, sales collateral, and a graphic video about BCT's expertise with Amazon Web Services. Bringing BCT's unprecedented expertise to the forefront, GEM combined important industry terms and concepts with simple graphic interfaces and clear messaging in order to best articulate the client's complex offerings.

As a result of this work, BCT selected GEM to continue providing marketing services such as email marketing and automation, lead nurturing and more.

To ask Jason what it's like to work with GEM, visit bluechiptek.com/about/contact.

VISIT THE SITE: bluechiptek.com

SEE THE VIDEO: tinyurl.com/jspan3b

"The team at GEM has exceeded our expectations, with a culture that is focused on solutions. We have found them to be more responsive and effective than any of the agencies we have dealt with here in the San Francisco Bay Area."

— Jason Geis,
Chief Operating Officer,
Blue Chip Tek