

Case study

Powering Atos' sovereignty strategy with a scalable, multi-partner campaign

Atos

Atos wanted to bring multiple partners together under one clear story on sovereignty. This required tight coordination, sharp messaging, and support for internal teams already working at full stretch. The goal was simple. Build a campaign that worked across alliances, stood up to scrutiny, and helped generate demand in key enterprise accounts.

The Challenge

The campaign needed to:

01 Atos needed to accelerate data sovereignty in Benelux as rising regulatory and residency demands pressured enterprise clients in regulated sectors.

02 The campaign had to clearly address sovereignty concerns and explain Atos' sovereign cloud, data and cyber approach credibly and simply.

03 Delivery required close alignment across alliances, sales, marketing and partners, despite reduced MarCom capacity after organisational changes.

04 Partner funding, involvement and Proof of execution requirements added complexity, creating the need for a flexible delivery approach.

05 The campaign needed measurable performance and high-quality enterprise leads, while being structured for repeatability and regional scale.

The Solution

Coterie acted as the central coordination layer between Atos and seven key partners, owning campaign structure, delivery and performance while internal teams were under pressure.



Bringing structure to complexity

- Turned a broad sovereignty topic into a clear, compelling narrative
- Translated Atos' sovereignty approach into simple, sales-ready messaging
- Built a campaign framework partners could easily plug into



Reducing internal workload

- Took responsibility for campaign planning and coordination
- Supported a stretched marketing team, keeping sales, marketing and alliances aligned



Making ecosystems deliver

- Aligned seven partners under one unified campaign story
- Supported partner funding and Proof of Execution requirements
- Ensured consistent messaging across all campaign channels



Driving performance

- Designed the campaign with lead quality and measurability at the core
- Used ongoing data signals to guide optimisation and sustain engagement
- Built a repeatable model ready to scale into other regions

What did we deliver?

- Hero asset designed to support early stage sovereignty conversation
- Co-branded nurture emails targeting high-fit personas within enterprise accounts, supporting movement from awareness into active consideration
- LinkedIn campaign (8 weeks) targeting senior decision makers, utilising document ads and optimised landing page
- Content syndication across relevant enterprise and industry channels
- Regular dashboards and updates shared across marketing, alliances and sales

“Coterie helped us run a complex, multi-partner campaign at a time when our teams were really under pressure. They brought clarity to a complex topic, kept partners aligned, and delivered a lead generation campaign that we could confidently take to market.”

Martin Pietersen, VP Marketing & Communications BNN, Atos

The Results

The campaign exceeded engagement and lead targets while building strong momentum across the targeted accounts.



161 total leads generated



Click-through rate reached 4.56 percent, significantly above 2.85 percent target



Strong engagement from enterprise organisations



Nearly 50% of syndication leads from banking, manufacturing and engineering



Campaign replicated in other regions



Clear ROI modelling enhanced internal proposals and partner confidence



Strong cross-team collaboration

coterie

If you'd like to find out more or discuss an upcoming project with us, you can contact our Customer Success Team.



Gillian Clark
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