

Case study

Turning an internal innovation programme into a strategic partner marketing activation

Atos

Atos wanted to transform a successful internal Hackathon into a strategic Microsoft partnership story. The goal was to showcase practical AI innovation, strengthen internal and external engagement, and create assets that could support future customer conversations around Agentic AI.

The Challenge

The campaign needed to:

01

Turn a successful internal innovation programme into a broader business and partnership story.

02

Demonstrate how Atos employees were using Microsoft Copilot Studio to solve real business challenges.

03

Connect the Hackathon to Atos' Client Zero strategy and AI ambitions.

04

Create visibility with employees, Microsoft stakeholders and customers.

05

Develop reusable campaign assets that would continue delivering value beyond the event.

The Solution

Coterie helped Atos transform the Hackathon into a strategic engagement campaign that connected innovation, partnership and customer value.



Storytelling & Positioning

- Developed a clear narrative linking the Hackathon to Atos' practical AI strategy.
- Positioned the event as proof of Atos' Agentic AI capabilities and Microsoft partnership.
- Created messaging for internal, partner and customer audiences.



Campaign Delivery

- Delivered campaign messaging, creative direction and content.
- Supported executive social media activity and thought leadership.
- Extended visibility through organic and paid promotion.



Long-Term Value

- Created reusable assets for sales, marketing and partner engagement.
- Built a foundation for future Atos-Microsoft co-marketing activity.
- Captured insights to support future thought leadership initiatives.

What did we deliver?

- Campaign messaging and positioning
- Executive social content
- Organic and paid campaign activity
- Landing page support
- Sales enablement assets
- Thought leadership foundations
- Partner engagement content
- Reusable campaign materials

“Coterie helped us turn a successful internal Hackathon into a much bigger story. They connected employee innovation, Microsoft partnership value and future customer impact through a campaign that delivered strong engagement and lasting assets.”

Colleen Fogerty, Alliance Marketing Director – Microsoft, Atos

The Results



265+ Hackathon submissions



132 AI agents created using Microsoft Copilot Studio



32 teams selected to participate



778K+ paid and organic impressions



10.6K campaign clicks generated



Stronger Atos-Microsoft partnership story and reusable campaign assets

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
Customer Success Director