

## Case study: Verne

Verne is a data centre operator built with sustainability at its heart.

The company opened its first data centre campus in Iceland in 2011. Not only did this help establish the country's burgeoning data centre industry, it was the first facility in the world to run on 100% renewable energy. For the first time, organisations had an option to move their compute to a location that wouldn't cost the Earth.

Today, Verne is still at the very forefront of sustainable data centre design and development. It now operates four Nordic data centre campuses, all of which provide optimised environments for high intensity compute applications that require vast quantities of power to run, such as AI and machine learning. It also has a highly-connected facility in central London, which is the ideal place for latency-sensitive applications that need to be located closer to customer organisations.

*"Eleven Hundred Agency is totally under the skin of our business so is able to provide us with insightful and actionable counsel on how we can keep improving the effectiveness of our PR and marketing activities. The team is also hugely proactive, coming to us with ideas on how to expand and educate our audiences about strategic developments at Verne. It's as if we have our own in-house team of experts."*

**Dominic Ward, CEO, Verne**



## Verne + Eleven Hundred Agency: an evolving relationship

Verne and Eleven Hundred Agency have been working together since 2018, although two members of the agency team had worked with the client previously, including on the initial company launch in 2011 as well as on a long-term strategic PR campaign covering Europe and North America.

At the start of this latest engagement, we were brought on board to **help raise the profile of Verne** in the global media and with industry analysts, positioning the company as the home for high intensity compute, due to its access to predictably-priced, sustainable energy, and because of the innovative design and highly-specialised customer and technical support.

The engagement soon expanded, with the team providing a far broader range of strategic marketing services, including **message development, branding, PR, web management, social media**, as well as the creation of all **marketing content**, including case studies, blogs and whitepapers. We also started to work hand-in-hand with Verne's branding agency, Mr B & Friends, to define and promote a new brand proposition. This involved a full messaging refresh, the creation of a new user-optimised website and video series, new marketing assets plus an integrated campaign to promote the company's new positioning.

In 2022, the brief evolved once again when Verne expanded its operations to include a London-based data centre and, a few months later, three campuses in Finland. This required a further messaging and website refresh, together with an aggressive media campaign to educate Verne's audience about its even bigger and better service portfolio.





## Campaign Highlights

Recent successes include:  
The evolution of the Verne brand, with the agency team playing a key role in defining and promoting the company's new direction in 2021 and then again in 2022, following its expansion into new markets. We crafted and executed integrated campaigns around each of these major milestones, which included new web content, video, social and email campaigns, media interviews, blogs and press announcements.

Top tier media placements, with coverage secured in some of the most prestigious national and business media outlets, including the Financial Times, Sunday Times, the Irish Times, the Daily Telegraph, the Observer and Bloomberg. CNN even sent a crew to film in Verne's Icelandic facility.

*"Working with Eleven Hundred has helped us get in front of some of the most prestigious media titles in the world. By elevating our messaging to focus on mainstream issues such as sustainability, grid capacity and reliability, as well as major innovations such as AI, we're influencing and engaging with audiences that other technology companies sometimes struggle to reach."*

**Dominic Ward, CEO, Verne**



## Creative thought-leadership campaigns:

We have helped Verne illustrate its pioneering role and vision around sustainable data centre services. Over recent years, its experts have led the debate on:

- The need for more transparent reporting on carbon emissions, power and water usage within the global data centre industry
- How technological advancements, particularly with AI, machine learning and quantum computing, will impact data centre demand and design
- Power grid capacity and reliability across the world, and how data centre demand is stretching some infrastructures to the limit
- Price fluctuations in European energy markets and where that leaves data centre users
- How businesses need to take a more pragmatic approach to data centre usage, placing different applications and workloads in optimised locations, rather than all in the same, often overcrowded and expensive, metro locations

## Social media:

With a mix of editorial and sponsored content, we have turbocharged Verne's social media presence. Key highlights included 88,000 views of an original brand video targeted at the financial services industry, and 211,000 impressions of a co-sponsored whitepaper on optimised locations for high intensity compute workloads.

## How we're helping Verne

- Strategic counsel and messaging
- Website development and management
- Social media management
- Content calendar management
- Whitepaper creation
- Case study creation
- Blog management and creation
- Top tier media relations
- News calendar management
- Paid media campaigns
- Analyst relations
- Speaker bureau and events
- Thought-leadership campaigns
- Partner marketing