CROWD

Creative Communications

SWITCH CASE STUDY

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SWITCH

switch

Our Challenge

Switch is the leading content marketing agency in Asia and the Middle East, creating content in print and online for brands and governments bodies around the world.

As these markets grew, so too did the demand for increasingly sophisticated digital solutions. Switch needed to grow its in-house team to enable them to distribute its great content across multiple channels simultaneously.

Our Solution

We've helped Switch get the best of both worlds. We've given them some fantastic platforms to showcase their great content and complete the switch from traditional to multi-channel.

At the same time we've helped them develop an in-house team to offer their clients the very best service while creating award-winning products.

The Results

Switch has made a seamless transition from traditional publisher to multi-channel content marketer, able to create and distribute content in any format. Most importantly, all work is created in-house, giving Switch complete control over the production process, leading to better results for clients.

"Working with Crowd has enabled us to offer top class digital services while drawing on Crowd's digital knowledge to build our own internal resource. A partnership in its truest form."

Brian Scudder
Managing Director

LET US HELP BUILD YOUR CROWD

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