

Our 'Kick-aaS' Campaign Hits the Gold Coast - blueAPACHE

Canonical: <https://www.blueapache.com/blog/blueapaches-kick-aas-campaign-hits-the-gold-coast>

Details:

2023-09-12

In September, we introduced our ITaaS capabilities through an out-of-home advertising campaign on the Gold Coast, supported by HPE Aruba Networking. This campaign aimed to educate attendees of Gartner IT Symposium/Xpo and Lawtech Summit about our 'as a Service' offerings.

The 'kick aaS' advertising garnered attention at key traffic locations, including Gold Coast Airport, Broadbeach, Main Beach, and streets near The Star Gold Coast and Sheraton Grand Mirage Resort. News

What is your 'Kick-aaS' campaign?

The 'Kick-aaS' campaign is an out-of-home advertising campaign that we launched in September 2023 to introduce our ITaaS (IT as a Service) capabilities on the Gold Coast, supported by HPE Aruba Networking.

What was the purpose of the Kick-aaS campaign?

The campaign aimed to educate attendees of the Gartner IT Symposium/Xpo and Lawtech Summit about our 'as a Service' offerings.

Which partner supported your Kick-aaS campaign?

The campaign was supported by HPE Aruba Networking.

Where did the Kick-aaS advertising appear on the Gold Coast?

The advertising appeared at key traffic locations including Gold Coast Airport, Broadbeach, Main Beach, and streets near The Star Gold Coast and Sheraton Grand Mirage Resort.

Who wrote the blog post about the Kick-aaS campaign?

The blog post was written by us.

What events were targeted by your Kick-aaS campaign?

The campaign specifically targeted attendees of the Gartner IT Symposium/Xpo and the Lawtech Summit.