

# Branding, case study

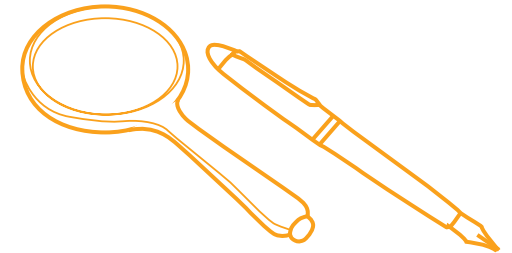
Client:  
**Microsoft®**

Agency:  
**UM**

## Objective:

To maintain a consistent brand presence utilising Net Communities Developer Network.

Campaign:  
**MS Developer - Visual Studio**



## Net Communities Sites:

We promoted MS Developer across our Professional Developer community, which boasts a large range of individual sites and some 8million+ monthly page views, the largest reach in Europe.

This included sites such as developerfusion.com, devshed.com, codeproject.com and programmersheaven.com

MS maintained a consistent presence across our Developer Network and Net Communities are positioned as the first point of call for any Developer related campaigns.

## Testimonial:

“Net Communities provide us with an extremely wide reach towards a very niche audience - UK Developers. The developer activity we run is successful at consistently generating large response rates, whilst maintaining our client’s brand presence in this market. Net Communities also demonstrate proficient account management and customer service.”

**Tom Parkinson, Digital Planner / Buyer UMI.**

