

# Particle Case Study

Augmenting Particle's Creative  
Capabilities with OneBrand

2024



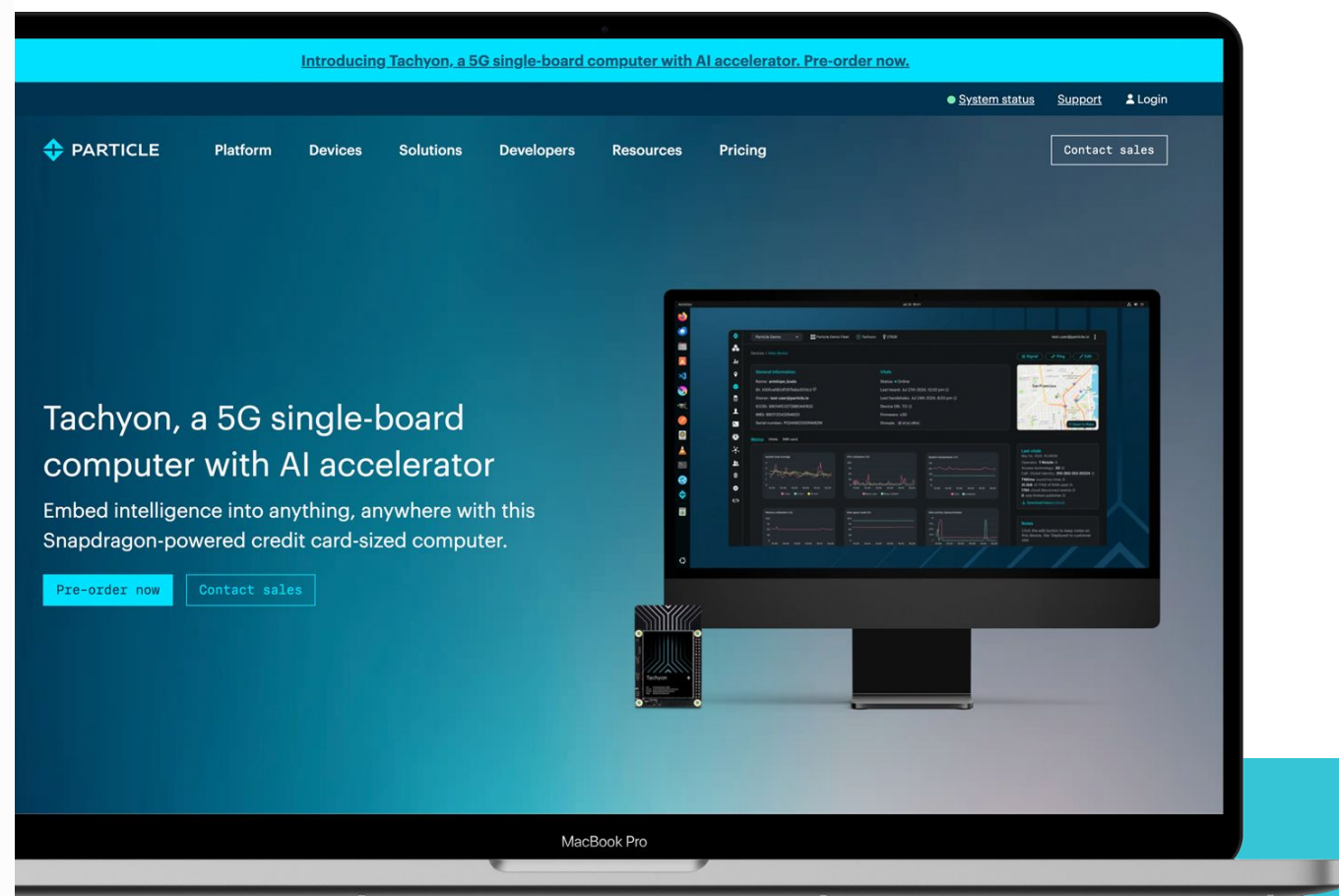


# Client Overview

## Case Study

Particle is a leader in providing integrated IoT Platform-as-a-Service (PaaS) solutions, empowering businesses to connect, manage, and deploy software applications across connected devices seamlessly—from edge to cloud and back. With a community of over 240,000 developers and more than 160 enterprise customers, including startups and Fortune 100 companies, Particle is at the forefront of IoT innovation. The company's platform not only delivers world-class technology Client Overview but also drives next-generation business intelligence, insights, and expert customer support, ensuring the success of IoT projects.

Particle's commitment to revolutionizing industries through connected solutions goes beyond technology; it's about transforming business problems into opportunities for innovation. However, to continue its rapid growth and support its expanding customer base, Particle needed a design partner to help scale its creative capabilities and enhance its marketing and sales efforts.





CASE STUDY

# The Challenge

Particle’s internal creative team was tasked with a broad range of design needs, including advertising, marketing design, graphic design, UX design, and more. As the company scaled, the demand for high-quality creative assets grew significantly, spanning key channels such as marketing collateral, social media, events, advertising, and the web. To meet its ambitious marketing and sales goals, Particle needed to augment its internal creative team with an external partner who had deep expertise across various design disciplines.

The ideal partner would be able to quickly adapt to Particle’s brand standards and work seamlessly alongside the internal team, providing support across multiple projects and campaigns. The challenge was clear: Particle needed a design partner who could keep pace with its fast-evolving needs and help maintain the high standards of creativity and innovation that defined its brand.



# The Solution: Partnering with OneBrand

Particle selected OneBrand, a design agency renowned for its expertise in advertising, marketing, and UX design, to augment its internal creative team. OneBrand was chosen for its ability to provide strategic design support across a wide array of channels, helping Particle's team meet its marketing and sales objectives.





# OneBrand Approach

OneBrand's approach was highly collaborative, beginning with an immersion into Particle's brand, products, and strategic goals. This enabled the OneBrand team to hit the ground running, providing targeted support where Particle needed

## ✓ Deep Dive into Brand and Strategy

The partnership began with a comprehensive onboarding process. OneBrand's design team invested time in understanding Particle's brand identity, visual language, and product ecosystem. This was critical to ensure that all design outputs were not only visually aligned with Particle's standards but also strategically focused on achieving the company's goals.

## ✓ Integrated Design Support

Integrated Design Support: OneBrand provided a full spectrum of design services tailored to Particle's needs. This included creating marketing collateral, designing advertising campaigns, developing UX designs for web and mobile experiences, and crafting visual content for social media and events. The goal was to provide consistent, high-quality design outputs that would enhance Particle's brand presence across all touchpoints.000

## ✓ Seamless Collaboration

OneBrand worked closely with Particle's internal creative team, acting as an extension of their capabilities rather than an external entity. Regular check-ins, collaborative brainstorming sessions, and shared project management tools facilitated a smooth workflow, ensuring that projects moved forward efficiently and aligned with Particle's timelines.

## ✓ Agility and Flexibility

OneBrand's ability to quickly adapt to Particle's evolving needs was a key component of the partnership's success. Whether it was a last-minute design request for a sales presentation or a complete overhaul of marketing assets for an upcoming product launch, OneBrand's team was ready to deliver.





# The Outcome

The collaboration between Particle and OneBrand resulted in a significant enhancement of Particle's creative capabilities. OneBrand's support allowed Particle's internal design team to focus on high-priority tasks while maintaining the quality and consistency of all creative outputs.



## ✓ Enhanced Creative Output

With OneBrand's support, Particle was able to produce a higher volume of high-quality design work without compromising on brand standards. This included eye-catching marketing materials, engaging social media content, and impactful advertising campaigns that resonated with Particle's target audiences.

## ✓ Achievement of Marketing and Sales Goals

OneBrand's contributions played a direct role in helping Particle meet its marketing and sales objectives. By providing strategic design support, OneBrand helped create compelling visuals and user experiences that drove customer engagement and supported sales initiatives.

## ✓ Streamlined Design Processes

The partnership streamlined Particle's design processes, enabling quicker turnarounds on creative projects. This increased efficiency allowed Particle to be more responsive to market opportunities and stay ahead of the competition.

## ✓ Scalable Design Solutions

OneBrand's flexible approach allowed Particle to scale its design efforts in line with its growth, providing the necessary support during peak times and ensuring that all creative needs were met consistently.



## Conclusion

The partnership between Particle and OneBrand exemplifies the impact of strategic design collaboration. By augmenting its internal creative team with OneBrand's expertise, Particle was able to elevate its brand presence, meet its marketing and sales goals, and continue to lead in the IoT space.

The seamless integration of OneBrand's design capabilities into Particle's workflow not only enhanced the company's creative output but also reinforced its position as a trusted provider of connected solutions. If your organization is looking to scale its design capabilities and achieve its marketing and sales objectives, OneBrand can help. With deep expertise across advertising, marketing, and UX design, OneBrand is the ideal partner to support your creative needs and drive business success.

# Our work

A complete painless solution to fulfilling  
your design needs.



# Our Work





# Our Work





# Our Work





# Our Work





# Our Work



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# Our Work



# Thank you!

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