

## WHO IS WILDFIRE?

Wildfire Asia is the world's first social influencer network. It offers an innovative solution allowing brands to build and engage in real-time with their communities on multiple online and social media platforms. By using Wildfire's ActSocial suite of products combined with Wildfire Insights Team, brands can:

- Detect potential crisis before they escalate and damage their reputation
- Influence on-going conversations created by social media and online active influencers
- Convert online conversations into real purchases
- Wildfire is headquartered in Singapore with operations in China.

## WHAT IS PUFFERFISH PARTNERS?

Early 2014, Wildfire contracted Pufferfish Partners to structure its sales offering, analyse different routes to market in South East Asia and Pufferfish Partners worked directly with Wildfire Chief Marketing Officer and Chief Operation Officer to refine the product offering and create a value based approach for its sales team.

A new pricing strategy was also defined to better suit the customer segments addressed by Wildfire.

## THE RESULTS

The combined effort of Pufferfish Partners and Wildfire Executive team resulted in **launching a unique product offering**: <http://actsocial.com/> as well as **creating a healthy sales pipeline** in South East Asia. **New opportunities were identified** in industry leaders in the following verticals: financial institutions, telecommunication companies and major universities.

Several road to market engagements were identified with Omnicom and other channel partners.



"Working with Pufferfish Partners helped us in better layering our product offering and position our value proposition to win new customers" —Benjamin Duvall

## WHO IS PUFFERFISH PARTNERS?

Pufferfish Partners is an acceleration partner for technology oriented businesses looking to expand in Asia Pacific.



**Pufferfish**  
Partners