

hSo chooses Spreckley Partners in Major Rebrand

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hSo, Backed by UK's Leading Property Companies, Appoints Spreckley Partners in Major Re-Brand Promotion

hSo (hSo), the specialist company formed in 2000 by its investment partners (inc: Prudential, Canary Wharf, British Land, Morley, Legal & General and Morgan Stanley) to exploit the huge potential to broadband enable commercial property, has appointed Spreckley Partners Ltd (SPL).

SPL clinched the account following a competitive, four-way pitch process that was inspired by the company's forthcoming re-brand, its subsequent promotion and the desire to increase the target audiences awareness.

Cassandra Manthey, Marketing Manager at hSo, said: "hSo is already the pre-eminent vendor in the commercial property sector and SPL will focus on promoting the company both in this area and, increasingly, in new vertical market and technology sectors.

SPL impressed us from the start with a combination of their knowledge and experience but, most especially, their enthusiasm".

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About hSo

hSo offers a complete range of IT and telecoms solutions for business. Powered by best-of-breed technology, we deliver affordable high-speed solutions that immediately increase productivity, mobility and security for business users.

<http://www.hso.uk.com>

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