

# Cloud Data-Warehouse Company Snowflake Names Bospar as AOR

Bospar will work to raise awareness of Snowflake in the media and directly with its customers.

Words **Thomas Moore**

**SAN FRANCISCO:** Cloud-based data-warehousing company Snowflake Computing has chosen Bospar as its AOR.

Snowflake had been working with two agencies until recently, but decided in July to consolidate its communications work with one firm, said Snowflake CMO Denise Persson.

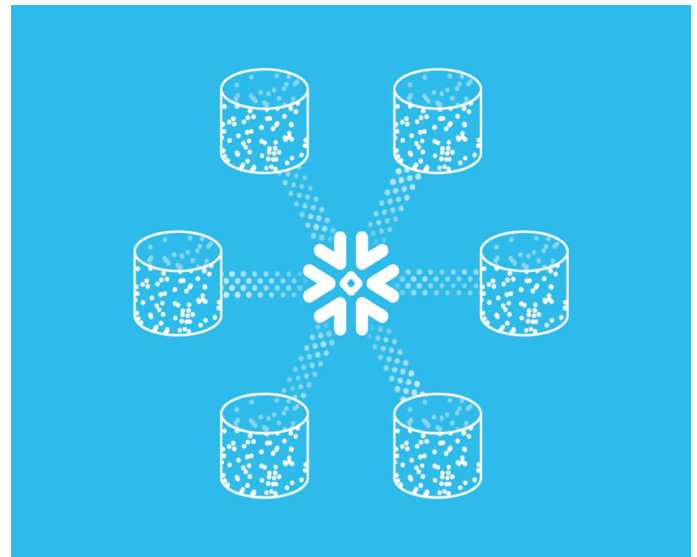
She declined to name the previous firms Snowflake worked with or specify the dollar amount of the contract. There was no formal agency competition for the account. Bospar had been working with Snowflake on a consulting basis.

“[The decision to hire Bospar] was both based on our past relationship with them and of course their pitch to Snowflake, as well,” Persson said. “Bospar had to come in and sort of pitch.

“We are highly customer-centric. I think our customers look to the media, and they should be the voice our consumers trust.”

So a combination of the pitch and our past relationship were the factors.”

Persson said Bospar will work to raise awareness of Snowflake in the media and directly with its customers.



“We are highly customer-centric. I think our customers look to the media, and they should be the voice our consumers trust,” she said. “Our customers also trust their peers, so those two market channels are so important.”

Persson added that Bospar has the media relations expertise Snowflake needs to get its message to consumers.

“We understand that we can’t just put a story out there just because we want it out there,” she said. “The journalist is representing the consumer and the reader, and there needs to be a perfect match there. Bospar is really good at understanding the consumer and the journalist and on what’s on their mind.”