



J D E D W A R D S

Corporate Advertising &  
Direct Marketing



## J.D. Edwards lead the way in collaboration across the supply chain

Following a corporate re-branding exercise in the States, J.D. Edwards introduced their "Collaborate or Die" campaign which encouraged wider technology collaboration across a customer's supply chain. The innovative advertising campaign was launched across key media titles aimed at senior management decision makers. The campaign was later extended into a series of sequencing direct mail pieces.

The objective of the "Collaborate or Die" direct mail campaign was simple, to strengthen the current J.D. Edwards corporate advertising campaign. Anderson Baillie produced a series of direct mail pieces, each using a different mechanism to gain interest and to support the brand. So successful was this direct mail series that when presented to the world-wide marketing teams, it was decided that the campaign should be utilised to its full capacity in other J.D. Edwards' territories.

### Integrated Marketing Communications

Anderson Baillie ensured the roll out of the corporate media campaign for J.D. Edwards gained maximum awareness in the UK IT and technology press.

For a full overview of our Business Growth services visit [www.andersonbaillie.com](http://www.andersonbaillie.com)

"Anderson Baillie/Borg's approach is based on understanding a company's vision, strategy and competitive position and then generating integrated marketing campaigns in support of communications and pipeline objectives. They have a refreshingly challenging style which combines conventional marketing thinking whilst recognising the need to be different and impactful. Their ability to deliver a full service offering makes them a clear choice for companies which understand the benefits of dealing with a one-stop-shop rather than multiple agencies."

*Trevor Salomon, Marketing Director, J.D. Edwards*

### Integrated communications



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