



Integrated Marketing Communications

Anderson Baillie join Collaborative Product Challenge

The EDS PLM Solutions challenge was set and achieved in just 7 months from initial concept to final working production, with the collaboration of a design team working across different locations, the largest, most powerful commercial legged robot in the world was born – RoboDog.

RoboDog captured the attention of the world's media. The electronic RoboDog has become a star and has been premiered across Europe, the United States and even in Russia. Media coverage has ranged from National Broadcast TV to the National newspapers (including The Sun) through to trade and technical press.

EDS approached Anderson Baillie to plan a campaign to promote the benefits of collaborative commerce in the area of product lifecycle management. The campaign goal to capitalise on the market's interest in RoboDog presented Anderson Baillie with the opportunity to plan an integrated marketing campaign, culminating with an event series.

Pre-campaign activity saw Anderson Baillie producing a marketing opportunity prospectus to canvas support from commercial and media partners. Buy-in was achieved from EDS partners Hewlett-Packard, along with market analysts Cambashi and AT Kearney. Media support for the campaign was secured with Benchmark Research and leading industry title The Engineer.

In order to populate the event series, a clear promotional campaign was set involving innovative direct mail, e-marketing, advertising and supporting promotional material. Sponsorship, offering value for money exposure, was sought to assist with the running of each of the two half-day events.

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Anderson Baillie's Projects methodology ensured that EDS capitalised on the opportunity within the Product Lifecycle Management (PLM) market.

For a full overview of our Projects services visit www.andersonbaillie.com/projects

Kate Mills,

Marketing Director of EDS PLM Solutions commented

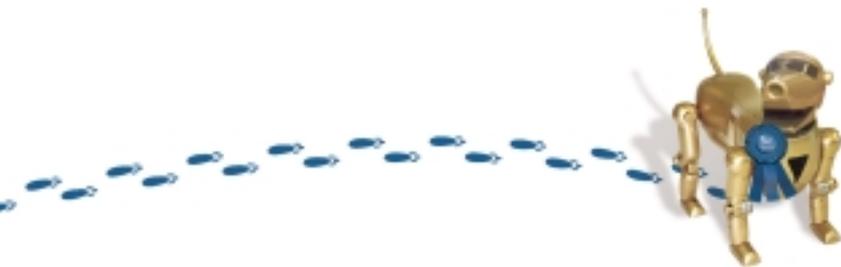
"We have been amazed by the level of interest in the RoboDog project. In marketing terms we have been able to leverage our main objectives of communicating the benefits of collaborative commerce and product lifecycle management to our natural manufacturing audience via the exploits of our electro-mechanical friend "RoboDog".

Charles Edwards,

Anderson Baillie Account Manager commented

"There are few examples where heightened awareness can be achieved when market interest extends the normal business to business context".

Title here



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