



Branding & Communication Delivery

Anderson Baillie gives Bull breadth, depth and peace of mind

Following a strategic marketing review process, Anderson Baillie developed a new branding campaign for Bull's Consulting and Systems Integration division. The branding exercise re-focused Bull's unchallenged experience in the enterprise applications arena, underlining their IT professional services expertise covering front to back office applications; Enterprise Resource Planning (ERP) to Customer Relationship Management (CRM).

Naturalistic imagery was used to depict breadth and depth of experience and calming landscape scenes to evoke peace of mind. The imagery and associated messaging was used to provide contrast to the many emerging e-business consultancies who use aggression and noise in their communications to support their CRM and new media claims.

The Breadth and Depth campaign was also successful in stimulating internal acceptance of Bull's consulting and implementation success stories (Because of Bull - "BOB"), then communicating these case studies externally to new prospect audiences.



Anderson Baillie Business Growth

From marketing audit to branding workshop through to the roll out of communications activity Anderson Baillie maintained Bull's continuity across the whole communications mix.

For a full overview of our Business Growth services visit www.andersonbaillie.com/businessgrowth