



Anderson Baillie Projects



European Monetary Union – a financial manager's view

Geac commissioned Anderson Baillie to provide a general awareness and lead generation campaign to support its mainstream ERP and financial suite of software applications. Aimed at the financial services marketplace, the co-operative partner marketing programme was supported by Geac partners KPMG and IBM.

Keen to develop an innovative approach the Anderson Baillie account and design teams conceived an integrated marketing solution centred around the design and build of a web portal which provided financial and system managers all they needed to know regarding European Monetary Union.

Content for the site was provided via researched material edited by a respected industry editor, as well as submissions supplied by the marketing partners.

To provide further market intelligence, access to the content rich site was conditional on visitors completing an online questionnaire, which assessed their readiness and preparations for EMU.

The site attracted a significant level of visits with over 100 online questionnaires being completed at the first wave of promotion. Further visits to the site were encouraged via refreshed content promoted by ongoing marketing communications including e-marketing.

Intelligent Lead Development

ILD was born out of a market need to generate meaningful sales opportunities via an intelligent and analytical sustainable process.

For a full overview of Anderson Baillie's ILD services visit www.andersonbaillie.com/ild

The campaign which was implemented in early 1998, was one of the first examples in the IT sector of e-based marketing. This strategy of integrating traditional mediums and new media has been utilised many times since to good effect by Anderson Baillie.

"We presented Anderson Baillie with a traditional 'generate leads' bequest. Their approach was to step back from the brief to conceive a 'value add' campaign programme that delivered a sustainable source of enquiries over a longer period than anticipated. Their ability to harness mix media and mediums was the backbone to the success of the Aspect campaign".

Brian Iddon,
Channel Manager

Aspect on-line website



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