



Direct Mail Programme



AppSense take a risqué approach to their marketing

AppSense Technologies is a leading software development company specialising in the advancement of desktop and server security software solutions. Their flagship product, also named AppSense, has been specially designed for the application computing environment, to prohibit unauthorised or illegal applications being run across the server network.

AppSense needed to heighten their awareness within the marketplace and approached Anderson Baillie to devise an effective marketing strategy. An integrated advertising and sequencing direct marketing campaign was created using office characters to warn of the dangers of network abuse. The campaign was aimed at IT systems management and generated immediate interest due to its innovative approach.



Integrated Marketing Communications

This campaign included messaging and proposition development through to integrated delivery using various communication mechanisms.

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