



Campaign and Event Management

Retail Solutions Exhibition

Extending the virtues of an initial product introduction is always a challenge for any marketing professional. Anderson Baillie achieved this through the clever integration of campaign methods and innovative imagery.

Following on from the successful launch of SAP Retail at Retail Solutions 1998, Anderson Baillie moved the campaign forward via the introduction of further direct marketing activities, which supported a series of lower key events at the Imagination Gallery (Central London) as well as an in-house event at SAP Clockhouse.

The development of the campaign concept proved extremely successful and helped extend the campaign lifecycle over 12 months through to the Retail Solutions exhibition 1999.



Integrated Marketing Communications

Anderson Baillie's benchmark is 100%. SAP and partner satisfaction.

For a full overview of our event capability visit
www.andersonbaillie.com/projects



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