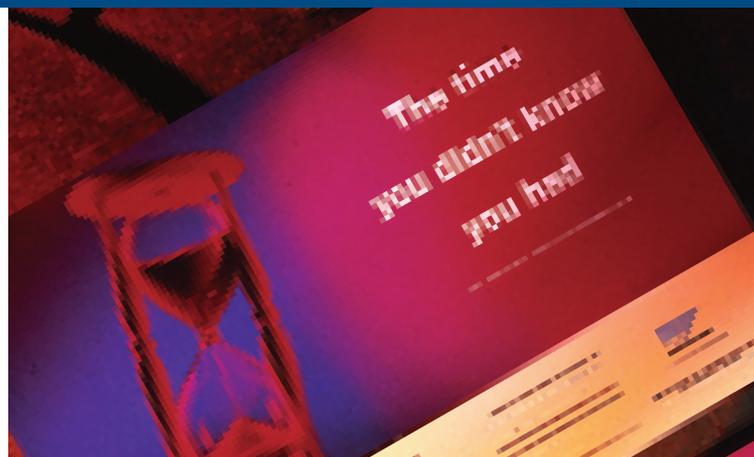




Advertising and Media

Anderson Baillie win SAP's corporate media planning, design and delivery

Anderson Baillie were invited to tender for SAP UK's first planned advertising campaign for the UK in 1995. In winning the creative and media contract, Anderson Baillie beat off West End agency competition. SAP knowledge & IT market focus were cited as the factors that contributed to Anderson Baillie winning the contract. Anderson Baillie continued to provide SAP UK with its advertising requirements through to 1997.



Advertising and Media

Anderson Baillie win through against traditional advertising agency competitors.

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