



Integrated Marketing Communications

## System Integrators Campaign

PSL the Unix systems reseller division of the P&P group enlisted Anderson Baillie's services to scope, plan and target a direct marketing campaign aimed at five of the worlds leading System Integrators.

The initial work saw Anderson Baillie working with one of its telemarketing partners to research all key contacts within the specified System Integrators. Once this prospect database was built, research was undertaken within the target audience to determine buyer requirements and trends. Armed with this intelligence the Anderson Baillie design team devised a sequencing direct mail campaign, culminating in a packaged information box set being sent to all key targets. Post direct mail campaign research measured heightened awareness of PSL and its new service, to provide essential pre-sales information of



prospective projects where large scale hardware and infrastructure requirements were identified.

The campaign was considered a success as it quickly established PSL's offer to the System Integrators market resulting in early new name business sales.



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All round project campaign. Programme management and execution.

For a full overview of our Project services visit  
[www.andersonbaillie.com/projects](http://www.andersonbaillie.com/projects)