



Integrated Marketing Communications

New Media Forum

The New Media Forum was so timely as it coincided with the emergence of new communication channels. SAP and its partners Andersen Consulting and Sun Microsystems, invited Anderson Baillie to create a strategic marketing communication campaign for the launch into the UK New Media market. Anderson Baillie approached the new initiative introduction campaign by segmenting the New Media market for targeting, integrating direct mail, telemarketing, website, posters, sponsorship and public relations mechanisms.



Integrated Marketing Communications

Strategy, communications, partner and event management into a new marketplace.

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



“Introducing a new product into a new market is, as every marketing professional understands, extremely difficult. Anderson Baillie’s strategy for the New Media Forum succeeded because it addressed directly the requirements of the market via a well thought out and integrated marketing campaign.”

Steve Yurisch
Andersen Consulting