

SIEMENS

Integrated Marketing Communications

PCS7 Launch

The launch of a new product into an existing, overcrowded marketplace always provides a marketing challenge. The Control and Instrumentation exhibition was chosen as a platform to launch Siemens Automation's new PCS7 shopfloor control software.

Anderson Baillie integrated and co-ordinated a launch which levered off the existing advertisement campaign extending through direct mail and culminating in the exhibition strategy itself. At the exhibition, three actors performed the Great Debate which presented the case for PCS7. The campaign was a major success and generated the largest audience of visitors to the stand than any other exhibition stand.

Integrated Marketing Communications

Co-ordinated new product launch.

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



"Maximising our exposure when introducing a new product is essential in reaching our target audience. Anderson Baillie's innovative approach and campaign management ensured the campaign achieved our launch objectives and proved to be as painless as possible."

Steve Prevett
 Marketing Communications Manager, Siemens Automation

