

SIEMENS

Integrated Marketing Communications

Process Industry Forums

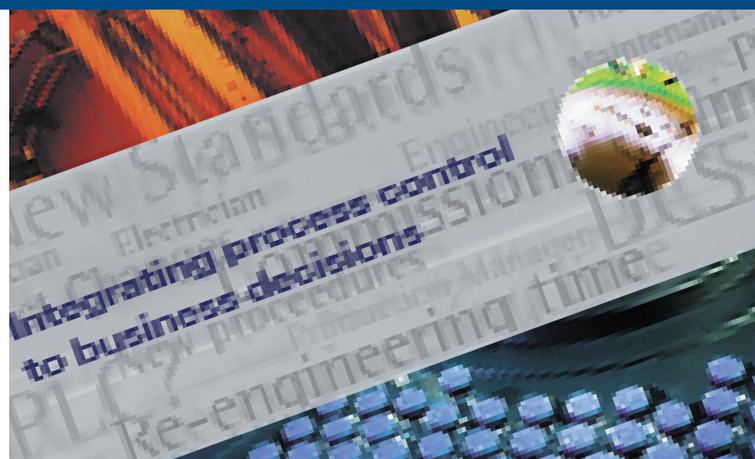
As part of their major marketing campaign to the process industry sector, Siemens Automation completed a series of forums designed to emphasise their position as leaders in the industry for control and automation systems. The Process Industry Forum for '98 concentrated upon the business issues facing the industry, with the key word being integration.

At football grounds chosen to attract regionally targeted businesses, Siemens hosted large, well qualified audiences who enjoyed a series of presentations by industry consultants, Siemens specialists, and existing Siemens customers. Attendee's rated each forum – at Glasgow Rangers, Middlesbrough, Chelsea and Manchester United – highly, and in many cases immediately established a new dialogue with Siemens.

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The forums demonstrated once again Anderson Baillie's pedigree for multi-layered marketing communications deployment.

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In progressing the overall campaign Siemens appointed Anderson Baillie to work closely with them to recommend a consultative and educative approach which illustrated Siemens' understanding of the industry. Anderson Baillie resources then supplemented the resources of the Siemens marketers, producing a well received plan – which ultimately contributed heavily to the success of the campaign.



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