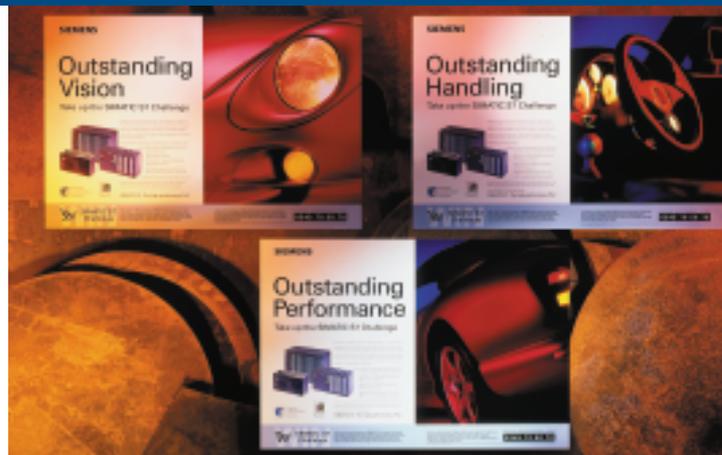


# SIEMENS

## Integrated Marketing Communications

# Siemens – PLC Launch



The introduction and launch of the new range of Siemens PLC's (Programmable Logic Controllers) demanded a major communications campaign initiative. As core product to the group, the UK launch needed to be handled with care. Resisting the adoption of the parent company campaign, the Siemens UK marketing team approached Anderson Baillie with the opportunity.

Working closely with the Siemens marketing team, the Anderson Baillie design team introduced the concept of a 'shared values' campaign with the sports car manufacturer TVR. The TVR association underpinned the new products' 'speed' and 'performance' attributes. A marketing alliance with TVR was formed whereby the latest TVR sports car was used to launch the new family of PLC's via blanket advertising within the trade press.

## Integrated Marketing Communications

Strategy, market knowledge, innovative marketing communications with close alignment to the sales channel engagement process.

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The high impact campaign was then extended through to a launch event for key sales distributors and agents and later progressed to a series of track days for customers and prospects, culminating in a major corporate hospitality racetrack event at the TVR Tuscan challenge. The Siemens PLC campaign developed by Anderson Baillie was a great example of integrated marketing in practice, exceeding above and beyond the original objectives of the client brief. The marketing relationship between Siemens and TVR remains intact today and has formed the basis for a number of other marketing communications programmes since the original campaign.

"Our shared values campaign with TVR and its resultant positive impact on the market has paid great dividends for the group. We rely on and respect Anderson Baillie's innovative and integrated approach to communications planning of which this campaign is a prime example."

*Steve Prevett*

*Marketing Communications Manager, Siemens Automation*