



Business Growth



Business Growth and Branding Programme

Whilst many years of development had been invested in SSI's MRPII product Tropos, the company had undertaken little or no proactive marketing communications when it approached Anderson Baillie.

Anderson Baillie worked closely with SSI to develop and plan a marketing strategy which clearly positioned and differentiated SSI from its competition. This included the creation of a new identity and the development of the "Exceeding Expectations" theme. Common messages were translated into new company and product literature, advertising and integrated exhibition and event campaigns.

"Our whole business philosophy is based on exceeding our customers' expectations. It's been a delight to work with a marketing consultancy that exceeded ours. They're creative, intelligent, know our marketplace and have the rare ability to take ideas and turn them into surprising, attention-grabbing concepts."

Terry Cork
Sales and Marketing Manager, SSI

Anderson Baillie Business Growth

From strategy to plan and brand development through to full communications delivery.

For a full overview of our Business Growth services visit
www.andersonbaillie.com/businessgrowth