



Anderson Baillie Projects



Retail Sector Direct Marketing

Extending the virtues of an initial product introduction is always a challenge for any marketing professional. Anderson Baillie achieved this through the clever integration of campaign methods and innovative imagery.

Following on from the successful launch of SAP Retail at Retail Solutions 1998, Anderson Baillie moved the campaign forward via the introduction of further direct marketing activities, which supported a series of lower key events at the Imagination Gallery (Central London) as well as an in-house event at SAP. The development of the 'barcode' concept proved extremely successful and helped extend the campaign lifecycle over 12 months through to the Retail Solutions 1999.

"Launching SAP Retail into the marketplace has become a flagship example of good campaign management. Anderson Baillie have once again proved their ability to conceive the right solution but also to deliver a campaign which has exceeded our marketing objectives."

Rhiannon Prothero
Retail Marketing, SAP (UK) Ltd

Direct Marketing

Innovative design, data development, clear proposition messaging equals successful direct marketing.

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



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