



Campaign Management



Enterprise Customer Management Campaign

Customer Relationship Marketing (CRM) is the current acronym on everybody's lips. When SAP and its strategic partner Siemens Business Services commissioned Anderson Baillie to manage its promotional and exhibition stand campaign at the Enterprise Customer Management show, there was no need to prompt the project management company on the merits of customer relationship and service.

From the initial briefing point Anderson Baillie Projects set about crafting, planning and delivering a totally integrated marketing solution campaign. With regular progress meetings with the clients, Anderson Baillie worked to control all logistical aspects of the project to deliver a campaign that exceeded the agreed performance targets set for the campaign to the complete satisfaction of the clients.



Integrated Marketing Communications

Total project management including co-operative partner management.

For a full overview of our event capability visit
www.andersonbaillie.com/projects