



Integrated Marketing Communications

## Retail Sector Launch

Following SAP's phenomenal success in many business sectors, Anderson Baillie were commissioned to launch the enterprise business application software R3 into the Retail Sector. Whilst SAP's reputation was extending into the manufacturing sectors, awareness for SAP and R3 within the Retail Sector was at a relatively low level. This was confirmed by the research conducted by Anderson Baillie, whilst building a bespoke database of the top 50 UK retailers.

Once all key decision makers within the target sectors were identified, an awareness programme was implemented which consisted of three sequential high quality brochures, culminating in the invitation to a prestigious event at Six Hamilton Place, Park Lane. Contributions were made by Lord Renwick, Lord Lawson the ex-Chancellor of the Exchequer and leading retail guru Dr Peter Keen.

### Integrated Marketing Communications

Major new market entry campaign programme.

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The campaign successfully raised awareness of SAP within the target market, which was confirmed by the post campaign research.

"Anderson Baillie clearly understood SAP's requirements for this market. The campaign has directly contributed to some impressive early customer wins."

*Trish Carter*

*Retail Manager SAP (UK) Ltd*

