



Brand refresh, website build and lead generation campaign



## RMG change their image and embark on a successful lead generation programme

The Recruitment Management Group (RMG) approached Anderson Baillie with a brief to run a lead generation campaign for the final quarter of 2003.

It became evident that there was a necessity to refresh their corporate brand as their logo and overall brand had remained the same since they established the company some 10 years prior.

RMG had also been trying to update their website for some time and with the refresh of the brand and the planned lead generation campaign, it seemed a good opportunity to re-design and rebuild the website as well.

### Integrated Marketing Communications

Anderson Baillie succeed in creating a new brand and website and enabling a foundation for a strong pipeline of leads. A perfect example of creativity through their design and web capabilities and intelligent lead generation process.

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Anderson Baillie undertook a series of consultancy workshops with RMG in order to drill down into the exact requirements and to investigate the state of the market within the search and selection recruitment business. Knowing the fact that there are more recruitment consultancies than restaurants in the UK, we knew that our task was a tough one.

For ten years, RMG had been trying to identify their propositions within their market place and the consultancy at the start of the branding process identified key propositions to take to market. Anderson Baillie also identified a supporting strapline of "The Right People" stating that the RMG consultants are the right people to choose to find the right people for the role.

Anderson Baillie also identified that as RMG specialise in recruiting in multiple market sectors that they needed to target their campaigns into these specialist markets therefore ensuring that they reflected their individual specialties to prospect clients. This ensured the need for industry specific hierarchy logos and messages.

Once the brand and website designs had been finalised, the lead generation campaign began with a three stage corporate mail campaign into specific markets utilising this specialist hierarchy branding.

The direct mail campaign was supported by a programme of intelligent telemarketing in order to provide RMG with a pipeline of leads. More to RMG's surprise, was the amount of senior level prospects who contacted them direct with a view to partnering in the future.

*Andrew Evans, Principal, The Recruitment Management Group*

"Business conditions are definitely improving and we're matching our clients' confidence in the economy with an ongoing investment in our own brand identity backed by some ambitious business development plans. We are delighted to see leads filtering through and will surely have a busy period ahead."

*Philippa White, Account Director, Anderson Baillie Marketing*

"If I were to choose the key challenge from this campaign, it would be the education of marketing and brand solutions into a predominantly non marketing client base. We worked with 8 contacts at RMG, each with a different view on their marketing strategy. Managing this became entertaining at times!"

## RMG collateral



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