



Case Study

THE CLIENT

Genesis Capital

THE PROJECT

Message deployment and communications programme



THE CHALLENGE

Genesis, a leading financier of software and ICT resources to industry and the public sector, needed to build awareness and create deployable promotions, outlining its service to IT vendors or end users, and maintaining contact between its sales personnel and existing customers, as well as prospects.



THE THINKING

We discovered that their potential target audience was largely male finance directors, very IT literate, with a common interest in sport. We decided to address this interest by creating promotions that chimed with their interests and made allusion to current sporting events. The solution needed to be easy to deploy and used on a bespoke basis rather than as a mass mailer.



THE SOLUTION

A series of 8 eCards were designed and built based on a topical sporting theme that was current, such as Tennis to coincide with Wimbledon, rugby to co-incide with the six nations challenge. The key to its success was the imagery and copy used, relating to Genesis' services. Each of the sales team was able to lift a topical eCard from a central portal which had their own contact details on and send to potential clients. The cards had links to specific pages on the Genesis website and replies would come directly to the individual sales person with a copies (if required) going to the sales managers.



THE RESULT

A low-cost mass marketing tool giving maximum exposure, tailored to individual sales staff and very topical. This series of eCards also included, golf, snooker, football and boxing etc. The eCards have continued to be used over the last 2 years as the sporting events come round on an annual basis.

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