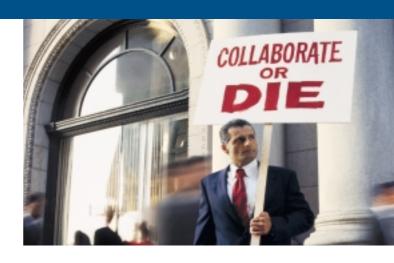


Corporate Advertising & Direct Marketing



J.D. Edwards lead the way in collaboration across the supply chain

Following a corporate re-branding exercise in the States, J.D. Edwards introduced their "Collaborate or Die" campaign which encouraged wider technology collaboration across a customer's supply chain. The innovative advertising campaign was launched across key media titles aimed at senior management decision makers. The campaign was later extended into a series of sequencing direct mail pieces.

The objective of the "Collaborate or Die" direct mail campaign was simple, to strengthen the current J.D. Edwards corporate advertising campaign. Anderson Baillie produced a series of direct mail pieces, each using a different mechanism to gain interest and to support the brand. So successful was this direct mail series that when presented to the world-wide marketing teams, it was decided that the campaign should be utilised to its full capacity in other J.D. Edwards' territories.

Integrated Marketing Communications

Anderson Baillie ensured the roll out of the corporate media campaign for J.D. Edwards gained maximum awareness in the LIK IT and technology press

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"Anderson Baillie/Borg's approach is based on understanding a company's vision, strategy and competitive position and then generating integrated marketing campaigns in support of communications and pipeline objectives. They have a refreshingly challenging style which combines conventional marketing thinking whilst recognising the need to be different and impactful. Their ability to deliver a full service offering makes them a clear choice for companies which understand the benefits of dealing with a one-stop-shop rather than multiple agencies."

Trevor Salomon, Marketing Director, J.D. Edwards

Integrated communications



