



Integrated Marketing Communications

Internet Security Marketing is anything but black and white

SurfControl, the number one Internet and Email filtering company in the global security market invited Anderson Baillie to pitch for the development of a new creative concept and marketing strategy for their identity within the market place. The objective of the proposed integrated campaign was to achieve a total of 2,000 downloads per month of SurfControl's web email filtering product.

Anderson Baillie's approach to this challenge was to develop proposals for a highly creative campaign that differentiated the company within the marketplace. Anderson Baillie provided market research, strategy planning and recommendations for improved integrated marketing and sales tactics. The outcome was the acceptance of our proposal to generate leads to prospective clients through online activity, direct mail and advertising campaigns.

Initially a series of advertising campaigns was launched across key IT media publications aimed at senior decision makers within the target audience. The campaign was later extended into a series of focused direct mail pieces and online initiatives.

The implementation of Anderson Baillie's marcomms mix has been successful, with the campaign achieving the client's set objectives, at the same time re-affirming the SurfControl brand and alerting a wider audience to the benefits of their security software.

Anderson Baillie Projects

The Business Growth methodology was applied to deliver a focused strategy for SurfControl's demand generation.

For a full overview of our Projects services visit www.andersonbaillie.com/projects

The outbound e-mail was sent out to SurfControl prospects to encourage them to download a free thirty-day network security evaluation trial and a copy of their internet/e-mail AUP (Acceptable Use Policy) guide.

Over 600 leads were generated as a result of the e-bulletin.

The target of 2,000 leads per month was achieved as a result of the integrated approach to this campaign, utilising both on-line and off-line mechanisms.

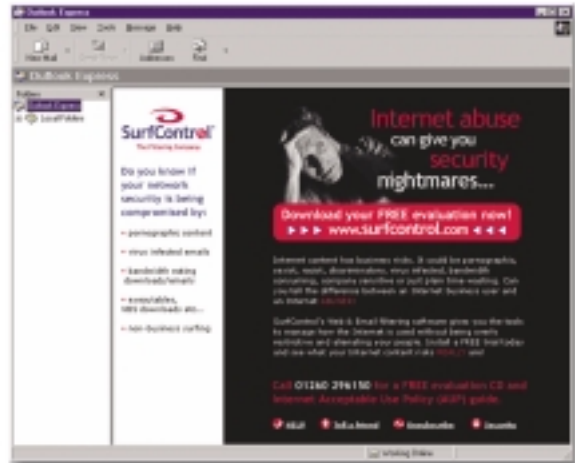
"I have been very impressed with the response by Anderson Baillie. We needed a full service agency to demonstrate knowledge of the Internet Security market and a creative strategy to build on our target audience. The internal creative resource of their design studio, has enabled a rapid turn around in the development of high quality advertising and direct mail campaigns."

*Martino Corbelli, marketing manager,
SurfControl*

"SurfControl appointed Anderson Baillie for our strategic marketing capability which we developed as part of the brief. We have extensive knowledge of SurfControl's market and have developed a carefully planned campaign strategy to remain focused on delivering the client's objectives."

*Andrew Baillie, managing director,
Anderson Baillie Marketing*

E-bulletin



Advertising &
Direct mailers



ANDERSONBAILLIE
MARKETING

Walton Lodge, Hill Cliffe Road, Walton, Warrington, Cheshire, WA4 6NU, UK
Tel: +44 (0)1925 217250 Fax: +44 (0)1925 217251 Email: enquiries@andersonbaillie.com

Also at: 19 Northfield End, Henley-on-Thames, Oxfordshire, RG9 2JQ, UK
Tel: +44 (0)1491 636387 Fax: +44 (0)1491 636226 Email: enquiries@andersonbaillie.com