



Business Growth

# Because of Bull – BOB

Bull Consulting and Systems Integration (CSI) required customer case study references. The sales force inevitably saw case-study writing as low priority, so Anderson Baillie was asked to find a cost effective means of encouraging the sales force to come forward with stories. An incentivised internal campaign was devised. Primary consideration had to be the benefit that had been realised by the customer when implementing Bull solutions. In other words, ‘what was achieved Because of Bull.’

BOB became a character. Tease emails alerted people to look out for BOB. Postcards were sent to every employee within the department, from BOB. Posters detailed a competition for the best BOB. Plus BOB had his own area on the Intranet for competition entries.

BOB captured the imagination of the CSI employees and many messages were posted about him on the Intranet. The best BOB’s were then actively direct marketed to key prospects within the Bull target market sectors.



**Integrated Marketing Communications**

Internal marketing activity ensured Bull gathered content for their case study reference programme.

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