

SIEMENS

Integrated Marketing Communications

SCADA Product Launch

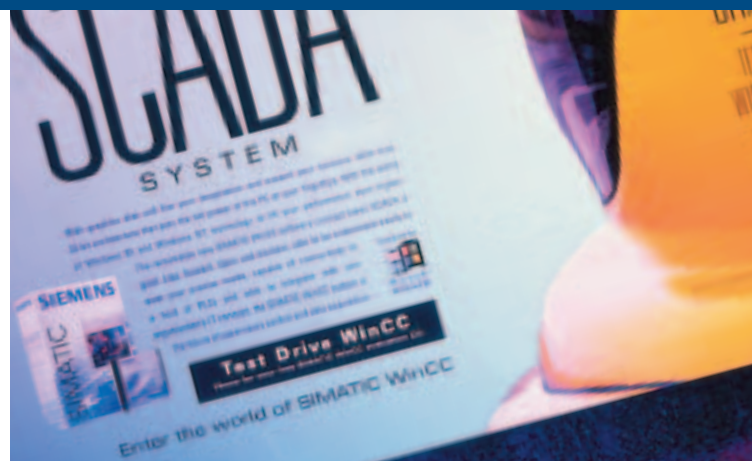
Following in the footsteps of the Siemens/TVR PLC campaign, the marketing alliance was called upon again to assist with the launch of the new Siemens SIMATIC WIN CC SCADA system. Using emotive TVR car imagery the advertising campaign invited prospects to test drive the new enhanced windows based system.

The advertising campaign was supplemented with Siemens/TVR branded product evaluation discs and further augmented by the incentive promotion of TVR track days. The resulting response far exceeded the traditional reaction to product launches and helped to further cement the working relationship between Siemens and TVR.

Integrated Marketing Communications

The TVR/Siemens relationship maximised to its full potential.

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



“Our shared values campaign with TVR and its resultant positive impact on the market has paid great dividends for the group. We rely on and respect Anderson Baillie’s innovative and integrated approach to communications planning of which this campaign is a prime example.”

Steve Prevett
 Marketing Communications Manager, Siemens Automation

