





Integrated Marketing Communications

# Realising the business benefits of Broadband through Tiscali

Tiscali are a recognised brand for both business and residential internet communications throughout the UK and Europe. The Tiscali Business Services division within the UK are a leading provider of Wholesale ADSL and have a focused product portfolio enabling customers to choose from; IP Virtual Private Network, Managed Hosting Solutions, ADSL and Leased Line Access, Streaming Solutions, Virtual Internet Provision and Telephony Services.

Tiscali Business Services approached Anderson Baillie with the requirement to find a new agency with the capabilities of offering services over and above their incumbent agency. Anderson Baillie, were an obvious choice for Tiscali Business Services with their abilities to offer strategic marketing consultancy as well as the services of a fully integrated marketing agency.



Following some initial consultancy and audit work to support proposition development and messaging, Anderson Baillie Consultancy were able to advise on the real business benefits of Tiscali Business Services. With the current Broadband price war, it was important to focus on these benefits to provide differentiation for Tiscali services product offer.

Requiring a fresh approach in line with their recent brand change, Anderson Baillie were presented with the opportunity to enhance the messaging, designs and deliver six specific brochures and datasheets presenting their offerings to resellers and their business channel.

Anderson Baillie continue to work with Tiscali Business Services in launching their new products to market.

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Exploitation of benefits and differentiators are the path to success in a saturated market.

For a full overview of our Anderson Baillie Projects visit [www.andersonbaillie.com/projects](http://www.andersonbaillie.com/projects)

"We've found a Partner who we can rely on. When Anderson Baillie say they are going to deliver, they do and the messaging and creativity demonstrated so far has been well received."

*Craig Thomas, Marketing Director  
Tiscali Business Services  
www.tiscali-business.co.uk*

"We are delighted to win this account and the opportunity to work and contribute to a developing brand."

*Philippa White, Account Director, Anderson Baillie*

## A selection of collateral



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MARKETING

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