

# communications brief: direct marketing case study

**Client:** Eaton

**Objective:** To launch Memshield 3, a new range of upgraded consumer units and enclosed switchboards, to the UK electrical sector via Eaton's 1,200 distributors.

## Solution:

1 We created a branded, personalised launch pack, which was mailed to all the distributors. The pack contained:

**Brochure** – a 10 page brochure outlining the various features and benefits of the product range.

**Product guide** – a 100 page catalogue listing every version of the product range and its accessories together with order numbers and relevant technical information.

**Technical data sheets** – two sheets detailing the major features of two of the most popular products.

**Price list** – a 12 page black and white list of every available product and accessory within the range and its price.

**Point of sale** – an A4 size card to stand on the distributor's counter detailing the major new features to their customers.

**Poster** – an A3 poster detailing the major new features to be displayed in the distributor's reception.

**USB card** – 1GB branded USB card pre-loaded with product training videos and all the above material as PDFs.

**Details of further material to be ordered** – descriptions of an A2 counter mat with old to new product cross references and personalised flyers for a product launch event that could be ordered.

As well as designing and producing the launch material in-house, we also managed the database and controlled the personalised print on our digital press; we also handled the fulfilment and distribution in-house.

The Eaton sales engineers were asked to provide the details of their top individual contacts within the distributor network, to whom we sent personalised VIP product catalogues.

2 We produced a range of support and training material on video, which was accessible on Eaton's broadband TV site, Powering Business Worldwide.

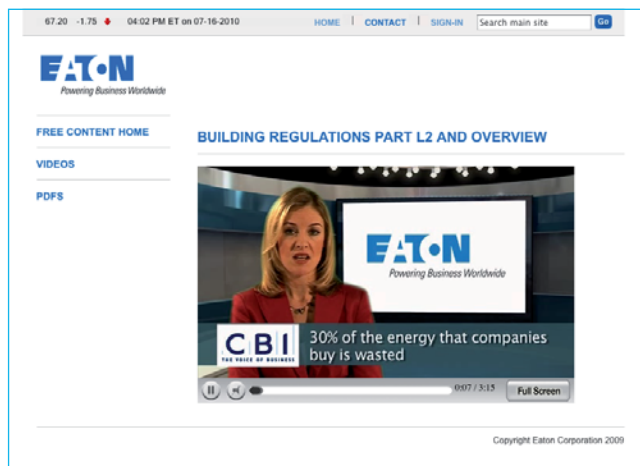
3 To reach the end user, the electrical contractor, we ran banner ads in Electrical Review and Electrical Times.



A2 + A3 poster



Distributor brand flyer template



Training video on microsite

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4 An e-mail campaign was created, sending opt-in broadcasts to readers of Electrical Review and Electrical Times, as well as to the Eaton electrical contractor database.

Links were built-into product information via Eaton's web and TV sites. A product specific landing page was created to collect data and provide analytics.

5 Product mailers pointing to the dedicated web landing page were inserted into the Electrical Contractors' trade publication, "Connections", and distributed to its 30,000 members.

## Result:

Eaton achieved an increase of over £1 million orders in the first month of the campaign, as well as obtaining mass market-sector awareness and up-to-date customer data for its CRM process via the direct marketing and online activities.



Online banner advertisement

Emailer

Landing page for microsite