

Under the skin of our work

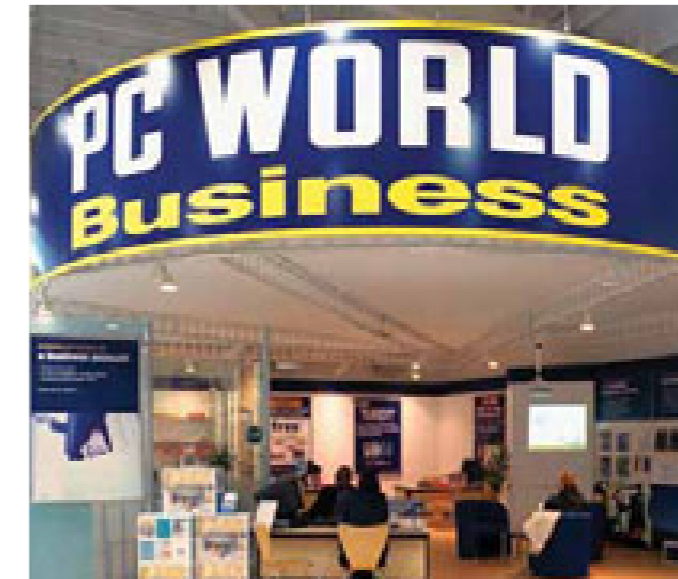
IT & Telecoms

The UK is one of the world's leading markets for IT and Telecoms, pioneering innovative solutions in many areas. As such, it has attracted many of the leading global players, who have chosen to base their EMEA HQs in the UK. This makes the UK market not just one of the most exciting, but also one of the most hotly contested arenas. To survive and thrive in this marketplace you need an agency partner with excellent strategic skills, exceptional customer insight and award winning creativity. In short, you need Red C.

Using proprietary planning tools like Red C's Marketing Value Chain, our strategic experts can advise you on segmenting your database to maximise ROI. We can help you build stronger relationships in both B2C and B2B, or even in the public sector. And our experienced creative teams can help you achieve the cut-through you need in a competitive marketplace. So if your current activity isn't getting the impact and results you need you should be talking to us.

Under the skin

When PC World Business first asked for Red C's help to break into the fast-growing education sector, the company did not even register on the annual Becta Survey of ICT suppliers. Just four years later in the 2005 survey of over 2,000 schools, PC World Education, the brand that we created for them, was ranked first as 'most preferred supplier', ahead of more established education brands including Dell, Viglen and education market leader RM.



Through a combination of powerful relevant communications, the establishment of a sponsored 'Teacher's Panel' of key influencers and a pro-active presence at the leading exhibition BETT, Red C helped PC World Business develop education into the company's fastest growth sector. The Learning Curve newsletter, recognised by both the DfES and the Home Office for its content, enabled PC World Education to be seen as a brand that understood and 'talked the language' of education ICT.

“ Customer recruitment and retention relies on targeted communications – I'm not interested in an agency that merely 'talks a good talk'. I expect open communications, strategic expertise, dedicated account management and good creative. The team at Red C are on the right wavelength. ”

Richard Millman, former Marketing Director, PC World Business

Clients past and present...



Generating new agreements and profits for PC World Business



[title] Microsoft LAR Campaign.

[brief] Only 20 companies in the UK are licensed to sell Microsoft Enterprise and Select Agreements to medium and large corporates – they are known as Large Account Resellers (LARs). Despite the fact that each company has to sell on exactly the same pricing and terms, Red C's brief was to generate new agreements for PC World Business.

[solution] Conversations with the telephone account managers on the Microsoft LAR team revealed that, with no pricing flexibility, the key to persuading a company to switch its licensing was the complacency of the existing supplier. PC World Business, as one of the smaller LARs, was more pro-active and supportive to their Microsoft clients. This key insight formed the basis for a very successful campaign.

Red C devised an audit questionnaire, LicenseQuest, designed to encourage prospects to review their existing agreement and highlight the deficiencies of their current provider. Using a highly qualified list of the UK's top 5,000 corporate and public sector IT Directors, the agency developed a direct mailpack, followed up by email and telephone, and supported by an advertising campaign in the major IT trade press titles.

[results] Results are confidential, but the campaign was successful in generating highly qualified leads for the team, resulting in a number of major new agreements and increasing PC World Business's position in the LAR league table.