

## **Case Study:**

CLIENT: Templeton and Partners Ltd

PROJECT: Online Commercials Campaign

### Background:

Templeton and Partners is a global leader in IT Recruitment supplying contract and permanent IT professionals to major global corporates, governments and public bodies in technology areas such as ERP, CRM and E-Commerce.

In winter 2007, Templeton and Partners began to investigate innovative ways in which it to extend its client base and increase brand awareness for its services as a specialist IT Recruitment agency.

The Templeton marketing team investigating the options reached the conclusion that launching a branded series of targeted online commercials offered the greatest opportunity and best fitted the company's business objectives.

After a rigorous process of screening and evaluating potential suppliers, ESA was chosen to create and implement the campaign because in the words of the client: 'they understood our business objectives and delivered an online commercials campaign which was targeted, persuasive and got results.'

### Objectives:

- To drive sales and to both attract and capture new corporate clients amongst their target audiences.
- To reinforce and extend the Templeton brand as a specialist in "IT" Recruitment.
- To powerfully position the Templeton brand as both an innovator and a fun company to have a as a business partner.
- To create a device which would assist Templeton to circumvent the entrenched 'barriers to entry' to the Preferred Supplier Lists of prospective clients.
- To create entertaining video content that could be used as a powerful sales tool by the Templeton sales force to assist them in reaching and influencing key decision makers.
- To drive target audiences to the Templeton website, thereby enhancing awareness of the Templeton offering to their target audiences.

### Delivery:

- Rigorous market research of Templeton's brand profile through a process of talking to key Clients, Contractors and stakeholders such as Templeton's employees, Senior Management team, and Templeton's marketing consultancy.
- Script writing and script development of the online commercials in consultation with the client.
- All pre-production components - including casting, crewing, location sourcing, set development.
- Location filming.
- All post production components - including picture and sound edit, voice over scripting and record, music composition, dubbing mix, colour grading.
- Ongoing consultation and support with the Templeton brand identity development and design.
- Working with Templeton's web design agency and design partner to create a seamless delivery of the service.
- On-going project management of the online commercial campaign.
- Providing strategic advice on long term campaign development.

### Results:

- Templeton has now integrated its online commercials as a key component in its business strategy and sees digital media as a key marketing tool in its business development strategy.
- Brand awareness of Templeton has been substantially enhanced as and IT Recruitment Supplier, an innovator, a fun company.
- The online commercial campaign has successfully opened doors to Templeton into new PSL agreements with companies who had in previously been impenetrable.
- Templeton's sales force effectively uses the online commercials as a sales tool to open doors and create rapport with key decision makers amongst target companies.
- The online commercials have had overwhelming success at driving targeted business traffic to the new Templeton website which has strongly enhanced its brand presence and created interest in Templeton as a supplier amongst its target business audiences.