

Client Case Study



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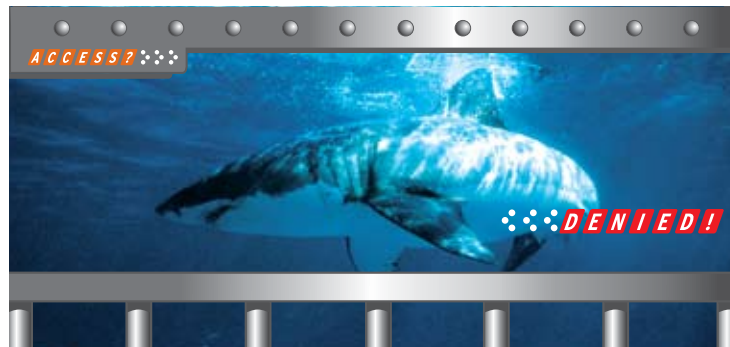
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the creative
act is the
defeat of habit
by originality.





Promoting Security through Insecurity...



What strikes fear in the hearts of IT network managers and CIO's of corporations? The insecurity and certainty of knowing that their company's most sensitive information could be vulnerable to a world full of hungry network predators hell-bent on hacking into their system.

The common question: Is our company's information secure?



Client: Electronic Data Systems

Assignment: Deliver EDS' Hosting Service offering and value proposition to executive level audiences

Space: Managed IT services

Target: CIO's and CTO's of Fortune 1000 companies

Scope: Targeted electronic and printed communications

Business Issue: Convince corporate buyers of managed IT services to switch to EDS Hosting Services. Extend the EDS corporate brand.

Recommendation: Quill Advertising created a highly-targeted direct marketing communications program, positioning EDS as the best choice for IT executives to switch from their existing hosting service provider. Communicate to prospects by asking them if their network is secure from "hungry predators". EDS is their best option for secure hosting solutions, with over 40 years experience in managing information. Providing prospects with a no-hassle free switch if they choose EDS as their hosting service provider.

Solution: Deliver targeted direct marketing through a visually interesting 3D graphic solution and content

Approach:

- Strategic planning
- Database management
- Plan and execute an integrated communication program
- Maintain and extend EDS' global branding efforts
- Plan and execute a targeted direct marketing, sales promotion and lead generation program
- Deliver effective communications targeted to decision makers of IT network services within Fortune 1000 companies.

Media:

- Printed communications
- Photo sensitive sound chip that played the "JAWS" music theme when activated

Result: *"The JAWS campaign resulted in significant lead generation. The targeted approach, messages and graphic delivery of the communications program gave our sales force the edge they needed to open the doors and obtain the face-to-face meetings they needed to get closer to making a sale."*

Chip Rosales – Marketing Director, EDS Hosting Services