

brandgraphica™

Task

Client

BSI Group
(British Standards Institution - Global)
Since its foundation in 1901 as the Engineering Standards Committee, BSI Group has grown into a leading global independent business services organisation.

Project

Global e-marketing

Description

When BSI selected Keymail Marketing and ExactTarget as their email marketing partners, it became apparent that to develop the look and feel of the templates (required by all businesses in all regions) was going to require an in depth appreciation of the brand, a detailed technical knowledge of the software and system to be used, a willingness to partner a third party and capacity to train BSI staff who would use the templates. Brandgraphica investigated the system in order to best exploit it graphically and find a solution to make the creation of emails as easy as possible for users and moreover, how to automate, so far as was possible, each new country's adoption of the scheme.

Results

The scheme is now running successfully in several regions aided by training materials & presentations created with the client project champion. E-shots (targeted offers) and product / service updates, newsletters and an array of ready-made templates are now in operation globally. Approximately four million emails p.a.

Client Quote

"Brandgraphica's determination and commitment to see difficult projects through to the end is exceptional."

E-marketing Manager
BSI Management Systems

Get the full story, talk to
Brandgraphica today

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Fibre optic interconnecting devices and passive components performance standard
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