



# Marketing ideas

that work

## BMC

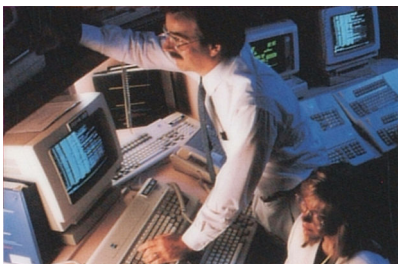
### EUROPEAN SALES CAMPAIGN

#### **SITUATION/PROBLEM**

*BMC REPRESENTATIVES IN EUROPE VOICED CONCERN THAT THE COMPANY AND ITS PRODUCTS WERE NOT WELL KNOWN IN KEY GEO-MARKETS SUCH AS FRANCE, THE UK, GERMANY, THE NETHERLANDS AND SPAIN. PRIMARC DEVELOPED A RESEARCH STUDY FOR EACH COUNTRY AND CONFIRMED THE SALES FORCE'S CONCERN. THE DATA CLEARLY SHOWED BMC WAS NOT A CONSIDERATION WHEN PROSPECTS DEVELOPED BID LISTS OF SOFTWARE PROVIDERS IN THESE MARKETS.*

#### **OBJECTIVE**

Our objective was to develop communication tools that would quickly ensure BMC was considered as a supplier of software products equal to or better than the products being offered by their competition.



#### **SOLUTION**

PriMarc met with each of the country managers for input on BMC's situation in the regions identified.

As part of the assignment, PriMarc determined the methodologies that would be most effective in reaching BMC customers and prospects. A limited survey was undertaken to establish a visual element that could best convey the fact that BMC software products offered distinct strategic advantages at all levels of a customer's enterprise. It was necessary that the same visual be understood in each of the countries in which BMC wanted to establish themselves. PriMarc chose a chessboard image, but added a twist. We used the three-dimensional version to represent the complexities of managing an enterprise.

In addition to direct mail, an ad was created to appear in major software publications. Direct mail included a 3-D chess game that was sent to qualified prospects who identified themselves as planning to make an enterprise software purchase within 90 to 120 days.

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#### **RESULTS**

BMC reported some 8,000 inquiries in the five countries targeted. Those 8,000 inquiries resulted in over 2,500 meetings. 850 direct sales were attributed to the program.

# PriMarc