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Agency Overview



Agency overview

- Full service marketing agency – over 30 years in the business and going strong
- B2B and Trade Channel marketing specialist
- We are listed as a RAR recommended agency for the 9th consecutive year (2013)
- International and multi-lingual experience
- Designing and delivering outstanding marketing programmes for the technology & communications industry:
 - Insightful business and value proposition development
 - Brand development, positioning and creative design
 - Product development and launch strategies
 - Robust data development



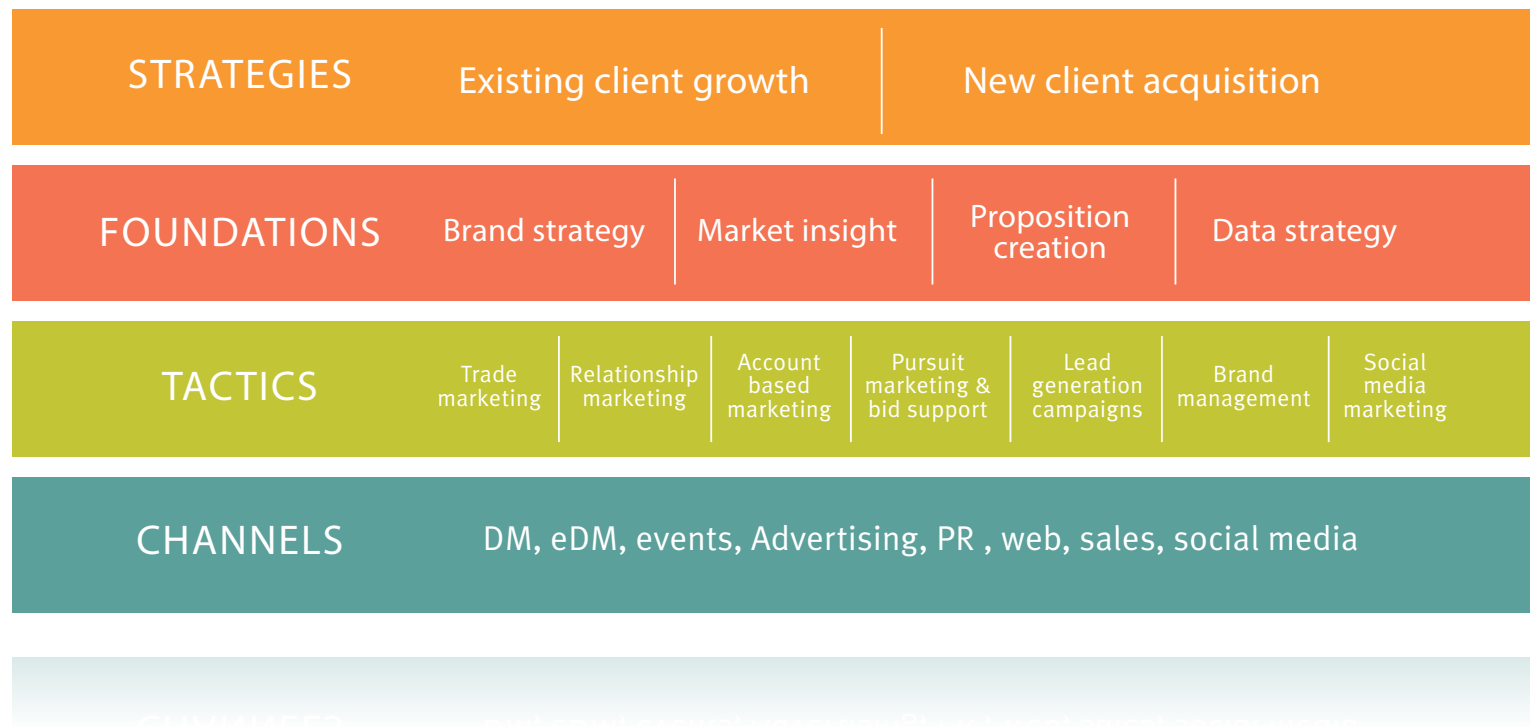
Our Approach

- Delivering an integrated strategy:
 - Using a mix of communication messages, channels, tools and touch-points to create audience awareness, engagement and action.
 - Understanding and managing target data to drive intelligent live campaigning.
- Communication of complex offerings to the market place – insight to:
 - Understand complex information / offerings and turn features into messages that engage different audiences.
 - Understand audience segmentation, prioritisation and their pain points.

Our full service approach



Our bigger picture marketing thinking for clients...





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The Communications Centre

Your Optimum Business Connection

The Challenge:

To create an event that would launch the expansion of The Communication Centre and generate a sales pipeline for TCC and Vodafone products. From start to finish the campaign was required in 6 weeks.

The Solution:

A sales lead generation campaign, which focused on the issues businesses faced and how IT and telecommunications could support them. The campaign used web, email, DM and event management, culminating in an evening targeting large enterprises and SME's.

The Outcome:

It was an entertaining evening, with Nick Hewer (Lord Sugar's right-hand man), over 100 local business leaders and key media. It raised TCC brand awareness of their new walk-in business centre and generated sales opportunities for TCC and Vodafone.





The Challenge:

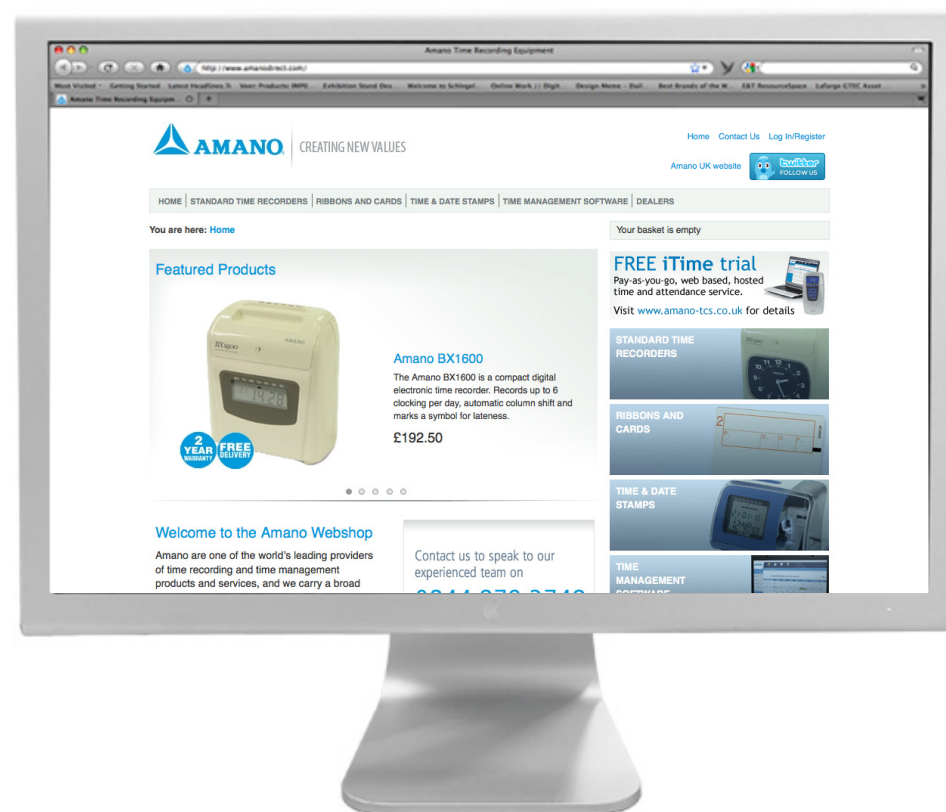
To create an online direct sell channel, building account customers and driving higher profit direct sales rather than through the traditional dealer channel.

The Solution:

We worked with Amano to develop a digital strategy and built a simple to use Content Management System in Expression Engine. The site is fully transactional and effectively captures marketing data to strength customer relationships and enhance customer knowledge. The website is supported by an Adwords campaign which links to Amanos' own social media programme to support the Amano Privilege Club.

The Outcome:

The site has achieved its strategic aim of creating a direct selling channel and is generating such a high level of sales that we have since produced multi-language site variants.



CISCO SYSTEMS



The Challenge:

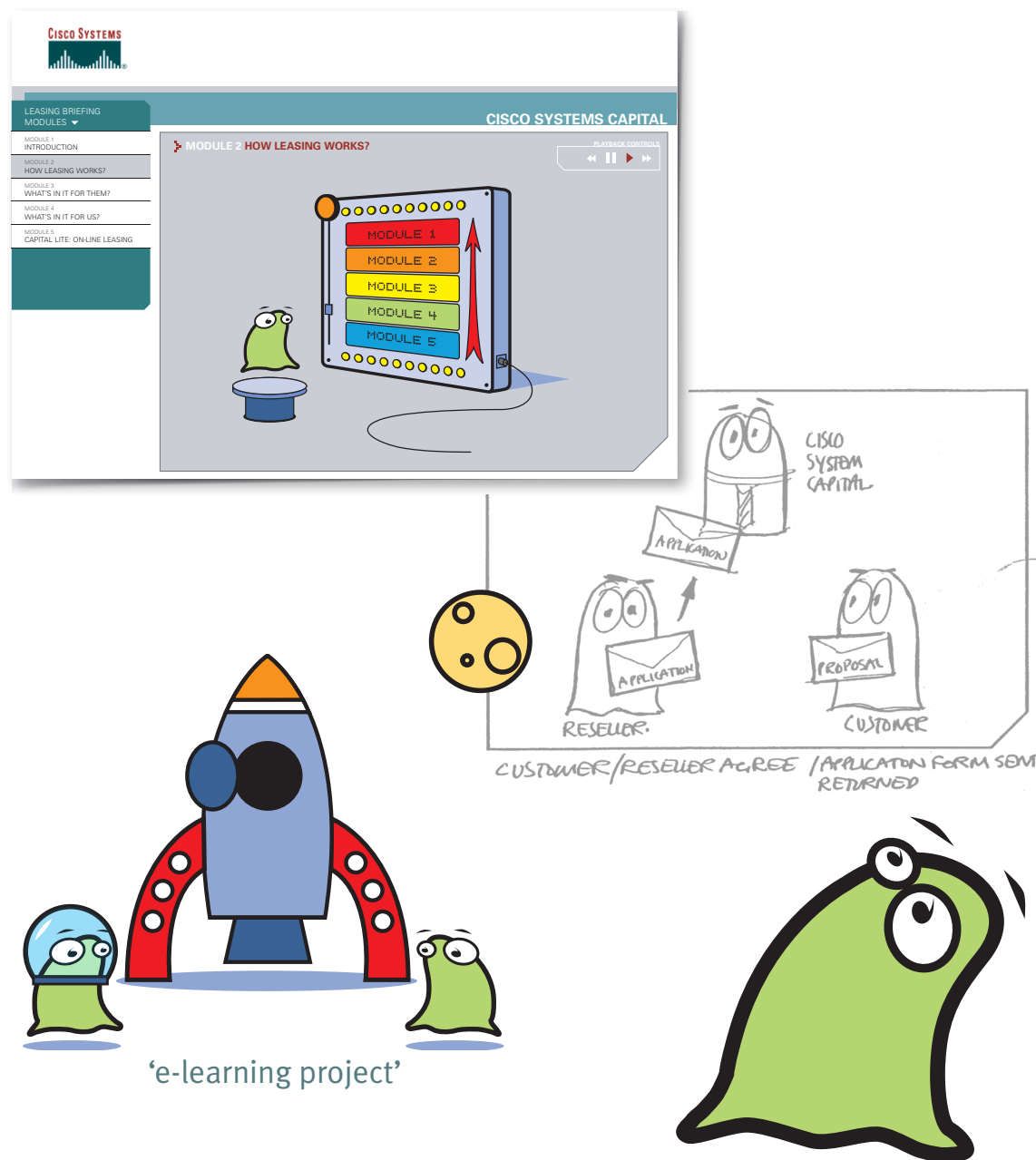
To create a digital tool that would help Cisco to ensure that its sales team and partners were able to easily understand the options and benefits of using Cisco Leasing.

The Solution:

We developed an online interactive training programme and created a friendly guide called "Ping" to act as a "leasing champion" which could be recognisable across the campaign collateral, different cultures and walk people through the options available.

The Outcome:

The tool has reduced the perceived complexity to understanding different leasing and finance options. This has enabled Cisco to demonstrate itself as a pro-active partner supporting customers. The campaign has been rolled out in a number of European languages and continues to be a success.



What our clients say.....

“Earl & Thompson are that rare supplier that engender total trust and loyalty from their customers. Their approach is a holistic approach that concentrates hard on understanding, challenging and supporting the strategic objectives of that customer and making them work. They are a strategic communications partner that focuses on marketing.”

“On a day to day operational basis, the level of responsiveness to work requests at short notice is outstanding. Coupled with this, their deep understanding of my industry sector provides me with confidence in their professional judgement on longer term strategic matters.”

“Earl & Thompson worked closely with us, taking time to understand our sector and objectives and were able to translate that easily and professionally into the re-branding of the organisation. Their ability to translate our requirements enabled us to develop a new, refreshed brand which has had a very positive benefit to the organisation.”

“The team at E&T really strive to understand our business and where our business is heading, making our work with them truly effective over the short, medium and long term.”

“More a strategic consultancy that specialises in marketing than a marketing firm. Very unusual in that Earl & Thompson work hard to understand the business strategies and ideas in order to assist in fulfilling the business’ potential. Wouldn’t hesitate to recommend them”.

In summary - What can we do for you.....

- Provide a full-service integrated strategy
- Deliver intelligent campaigns generating sales opportunities, development of senior level relationships and ROI
- Translate complex product/service offerings into impactful marketable campaigns
- Harness market structures and channels to ensure you stand out
- Utilise industry insight specific to your business priorities and issues

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