

Managing European Marketing for AMCC

Client: AMCC Storage/3ware

Objective: Manage all marketing activities across Europe reporting directly into the US marketing department, avoiding the cost of employing a European marketing manager.

Activities: Napier was retained to provide full European marketing support for AMCC, managing planning and strategy within Europe, as well as executing integrated marketing campaigns. With activities ranging from PR and advertising to trade shows, multi-language collateral and promotional items and supporting promotions through AMCC's channel partners, Napier have maximised the efficiency and effectiveness of AMCC's marketing, acting as a single point of contact for both corporate marketing and European sales, and are accountable for budgeting, reporting and demonstrating ROI.

Results: AMCC continually reviewed the outsourced marketing management service, to determine whether it produces better results and is more cost-effective than hiring a marketing manager locally. Napier's service has proven to be the best option for AMCC Storage for many years.