

Wireless Networking for the Public Sector

Client: ACAL Networks

Objective: To drive sales of building-to-building networking and communications products within the UK public sector.

Activities: Napier researched previous successful ACAL installations, identifying cost savings as main drivers for purchases. A proposal was developed to secure MDF (co-op) funding from the equipment manufacturers. A direct mail piece was developed and lists researched to target key markets, including the public sector. The mailing was timed to synchronise with the Government budget cycle, maximising the campaign's ROI.

Results: The campaign generated numerous enquiries and resulted in several installations. In addition, the mailer was used to show potential new lines how ACAL could support suppliers' marketing activities helping to win new lines for the company.