



Branding Consultancy Grows in SE Asia with New Prospects and Event Attendees

THE CLIENT



INDUSTRY
Advertising



LOCATION
Singapore



HEADQUARTERS
Singapore



CAMPAIGN TYPE
Event Marketing



TARGET LOCATION
SG, TH, ID, PH



TARGET INDUSTRY
All Industries
(Top 200 by Annual Revenue)

ABOUT

The Client is an NYC-based brand management consulting firm with a global customer base. The company offers brand strategy, research and analytics, brand valuation, corporate identity, brand intelligence, brand engagement, packaging design, and naming services.

The Client was founded in 1974 and now ranks among the biggest branding companies in the world. The company has more than 1,500 employees and a network of 35 offices across 26 countries. Its latest reported annual revenues exceeded \$185 million.

TARGET DECISION MAKERS

Directors, Head and Senior Managers of Marketing / Branding / Corporate Communications / Public Relations / Advertising

THE CHALLENGE

In 2013, the Client's Singapore office signed up for a three-month pilot appointment setting campaign with Callbox. The company wanted to outsource some of their prospecting responsibilities, so that their in-house team could focus on opportunities further downstream.

Right around the same time, the Client was also ramping up its direct marketing activities across Southeast Asia. The company had a number of inbound and outbound marketing initiatives for driving awareness and demand toward its brand management solutions.

One of these was direct outreach activities that targeted various executive and senior-level marketing-related roles at Southeast Asian companies. The main goal of these efforts typically included profiling key accounts and booking introductory meetings for the Client's consultants.

The Client also hosted live events as part of its customer acquisition strategy. These were usually 1-hour, invitation-only seminars on branding-related topics held at different locations in the region. The target attendees for these in-person events also consisted of senior marketing and sales decision makers.

CALL

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THE CALLBOX SOLUTION

Callbox worked with the Client to put together a campaign plan that included three months of appointment setting and one month of event marketing (Call-to-Invite) activities, along with thorough customer profiling.



Appointment Setting

The Callbox team carried out a multi-channel appointment setting program for the Client that used targeted phone conversations combined with email, social media, and online touch points. The goal was to schedule prospects for an initial “brand health checkup” with a strategy director from the company.

The campaign connected with CEOs, CMOs, directors, marketing managers, and other persons in charge of PR and branding at companies in Indonesia, the Philippines, and Thailand.

1. Callbox assigned a dedicated campaign team of calling agents, email marketing and social media specialists that had relevant experience in the Client’s target segments.
2. The campaign team prepared all campaign materials, including email copies, call scripts, and prospect list.
3. The Client’s point persons monitored the campaign through Pipeline, Callbox’s lead management tool.



Event Marketing (Call-to-Invite)

During the appointment setting effort’s last month, the Callbox team also ran a Call-to-Invite campaign. The goal was to increase attendees to a number of lunch and dinner seminars hosted by the Client in Singapore and Bangkok later that year.

1. Callbox added more agents to help carry out the Call-to-Invite activities.
2. The pre-event cadence included email, phone, and social media touch points.
3. The Callbox team assisted in event registration, confirmed attendees, and reengaged prospects after the seminars.

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RESULTS

Callbox registered 36 event attendees—more than four times than the target.

Going into the appointment setting campaign, the Client's main metrics included number of qualified appointments and number of hand-raisers (warm prospects). As for the Call-to-Invite campaign, the primary KPI was number of registered attendees.

The campaign generated a total of 9 qualified appointments from the target areas of Indonesia, the Philippines, and Thailand. The campaign also produced a total of 124 warm prospects for the Client.

There were a total of 36 registered attendees handed off in the Call-to-Invite campaign. These included 33 registered attendees for the Client's Thailand seminars (which was more than four times what the company had targeted for Callbox).

HIGHLIGHTS

- Launched a Southeast Asia-wide campaign that connected with top-level marketing decision makers
- Handed off 124 warm prospects and 9 qualified appointments
- Registered 36 event attendees; 4x more than targets

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