

Advanced launches first direct marketing campaign with fairy tale theme

Submitted by: Advanced Computer Software Group Limited

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Campaign follows company's bold rebrand

7 June 2016 – Advanced, the third largest software provider to the UK market, has launched its first ever animated direct marketing campaign. The 'FairITales' campaign follows Advanced's successful rebrand in April and will be sent out to its 220,000 prospects.

The campaign is being launched ahead of International Fairy Day on 24th June, which falls in Midsummer – the busiest time of year for fairies - and marks a celebration of wishes coming true.

The six-month campaign uses the concept of fairy tales to convey the message that while other providers may sell fantasy and theory, Advanced actually provides customers with solutions that simplify complex business pains and that solve real-world problems.

The marketing campaign features stories based on Cinderella, Pinocchio, Goldilocks and The Emperor's New Clothes, and includes interactive animated graphics designed to engage recipients to find out more.

Sally Scott, Chief Marketing Officer, Advanced, comments, "Following our major rebrand earlier in the year, we are taking a fresh and innovative marketing approach that stands out from the myriad of business communications organisations receive each day. This creative campaign gives us a great opportunity to reinforce our brand values as well as drive opportunity for all business units – as well as being an enjoyable read."

The marketing drive is designed to run until November and will be sent out in multiple waves, complemented by case studies, valuable content and graphics that demonstrate the company's expertise and experience in each sector.

Scott adds, "Further to investment in sophisticated marketing automation systems, we will be able to pitch a consistent but tailored message to our 220,000 prospects across all our markets, including, public sector, health & care, NFP and legal.

"This is another milestone in the tale of our major business transformation as we embrace new ways of working which will allow us to continue giving customers their happy ever after."

Advanced announced its global rebrand in April at the same time as openings its new Midlands headquarters at the Mailbox in Birmingham. The business's national Headquarters is based in Ditton Park, near Heathrow.

The software provider is currently going through one of the largest transformations of any business in the country, and is looking to create 1,000 roles over the next 18 months.

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*Advanced Computer Software was renamed Advanced on April 11, as part of a global rebrand.

Notes to Editor

To view the new Advanced logo please click here

(<http://resource.advancedcomputersoftware.com/images/uploads/half/advanced-master-cmyk.jpg>)

To view an image of the campaign please click here

(<http://resource.advancedcomputersoftware.com/images/uploads/half/fairitales.jpg>)