

# Case Study

## B & M Europe Limited

**Sector:** B & M has specialised in delivering ICT specialists to meet the needs of leading organisations throughout Europe since 1992. The company delivers a tailored blend of best practice technical expertise and project management practice that enables business-critical IT systems for large, complex enterprises.

**Market:** The company's focus is exclusively on providing consultancy, technical services and support for mainframe z/OS, UNIX and Linux enterprise systems, including third-party systems software, open systems and networking connectivity.



### Background

B & M adds value for both HR and IT professionals in customer enterprises, so it was important that its marketing communications programme should support this added-value approach. B & M initially asked Shere Marketing to help it re-purpose and re-brand its web site to match the design of a new corporate brochure in 2004. The company also wanted to establish regular communication with customers/prospects and its highly valuable IT specialist community, who deliver the services to customers.

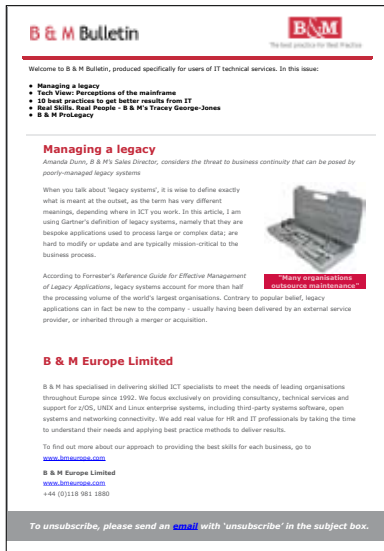
### Objectives

- Develop the corporate brand to reflect B & M's current business model
- Improve the understanding of the influences on the opinions of decision-makers
- Raise awareness of the B & M brand and understanding of its proposition
- Define and launch new service offerings in support of the development of the business

### Solution

B & M asked Shere Marketing to re-purpose its existing web site content and to develop and apply new branding so that customers/prospects and IT specialists would receive consistent messages and branding from the brochure and web site. Shere then recommended a second phase of development to add new copy and to refine the branding to reflect the findings of the customer and specialist surveys.

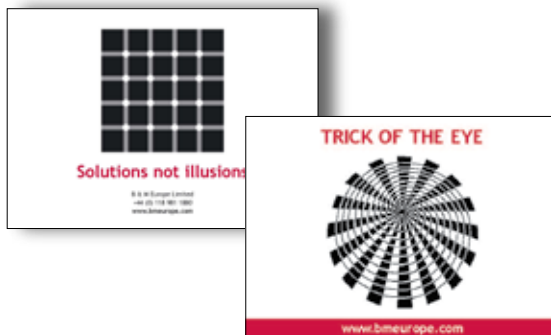
Shere Marketing conducted a survey of key decision-makers in B & M's market in its main geographic markets of the UK, Republic of Ireland and Continental Europe to better understand the influences that affect their decision-making process.



Shere worked with B & M to develop alternating bi-monthly newsletters, 'B & M Bulletin', to each of its main audiences in turn, namely customers/prospects and IT specialists. The newsletter has been published on time every month since early 2005 and is put directly into the Content Management System by Shere.

Shere also developed a range of 'teaser' postcards using B & M's corporate imagery designed to be sent to prospects a few days before they receive a call from a sales person.

In 2007, B & M identified that it needed to offer more IT services to meet its customers needs. Shere worked with the company to scope and define the messaging for the services, developed brand names and straplines and developed a new brand design for the suite of services.



## Results

Traffic to the web site has increased significantly since 2005 and the original flat structure has worked well to accommodate the addition of new, more dynamic content.

The B & M brand has been developed and applied across all marketing communications materials, including re-branding some items of existing collateral.



Around 1800 customers and prospects and 1100 IT specialists receive 'B & M Bulletin' bi-monthly and the customer newsletter has directly contributed to new business. There have been very few unsubscribes since the newsletter's launch and it has been published on time every time since early 2005.

Since the new services were launched, B & M has had a major opportunity to provide services in partnership with one of the leading hardware providers. During the development of the branding, the names and straplines were shown to a new customer:

"One of the Account Managers went to a high level meeting at a major supermarket (an account where we haven't done business before) and showed the customer the branding information as we wouldn't have had a second opportunity. The feedback on the marketing was excellent".

**Amanda Dunn, Sales Director**

## Client comment

"Shere Marketing has initiated and implemented a set of bespoke marketing activities that has raised the profile of B & M Europe Limited. They have introduced concepts and ideas that have had a lasting impact and recently introduced successful branding of B & M's IT services.

## Jerry Smart

Managing Director, B & M Europe Limited

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