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Direct Response — No.4

Generating leads in a low interest category

CLIENT: TAB Canada

PRODUCT/SERVICE: Records management products and services

SITUATION:

Historically TAB Canada had supplied business and healthcare markets with a wide range of file folders, labels, shelving and cabinets, and recently file management software. Although its lines and expertise were more extensive, TAB was competing in its core business with discount retailers such as Staples/Business Depot and Grand & Toy.

To establish preferred supplier relations with medium to large businesses, TAB had extended its services to include records management consulting, outsourced management of records and a host of other file services including moves and relocations.

TAB had achieved success in the personal selling of these services, but wanted to extend its reach into large businesses and institutions across Canada. The category was very low interest with CEOs, until there was a problem or issue.

OBJECTIVE:

To increase interest in and generate leads for TAB's records management services with administrative and corporate management in large organizations across Canada.

STRATEGY:

The budget for this program was extremely limited. To maximise impact the creative message was focused on actual problems organizations could face due to poor records management.

TACTICS:

Ran six half-page advertisements in a national business publication that encouraged prospects to respond to a dedicated toll-free line or visit www.getTAB.com (a web site specially created to provide more information on TAB's services).

RESULTS:

Within two months, traffic to the web site had reached 133 unique visitors a month, with 80% visiting more than once. The only promotion of the web site was the advertisements.

The dedicated 800 number handled some **55 calls in the week following** each appearance of a TAB advertisement.

