

REACHING A WIDER AUDIENCE WITH EVENT CONTENT

Client: Brightly

Client since: 2021

Campaign market focus:
Local Government

Activity: Direct mail

THE CALL

Having invested a lot in putting on a major customer event, asset management software company, Brightly, was determined to get maximum benefit from it.

Brightly wanted to leverage the event as a promotional hook in the months that followed, both as a means of attracting new client prospects, and also as a way to ensure that existing customers, who were unable to attend the event itself, were able to benefit from the content.

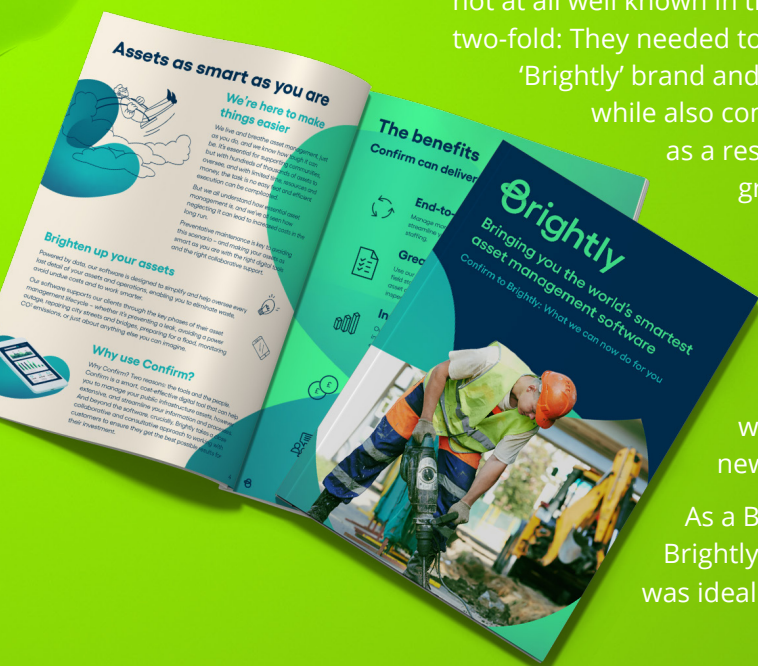
To achieve this, Brightly turned to AD Communications, tasking us with devising a plan to package the content from the event – drawing out the key messages and presenting them in an accessible and effective way to drive engagement.

THE HEADACHE

Brightly already had a long-established presence in the UK market with numerous UK local authorities using its Confirm asset management software solution. But having undergone an acquisition a couple of years previously, and then a much more recent full corporate rebrand – the name Brightly was not at all well known in the UK market. The challenge they faced then was two-fold: They needed to help people make the connection between the new 'Brightly' brand and the established and respected 'Confirm' brand – while also communicating a huge range of new benefits available as a result of the company's increasingly global outlook and growing resources.

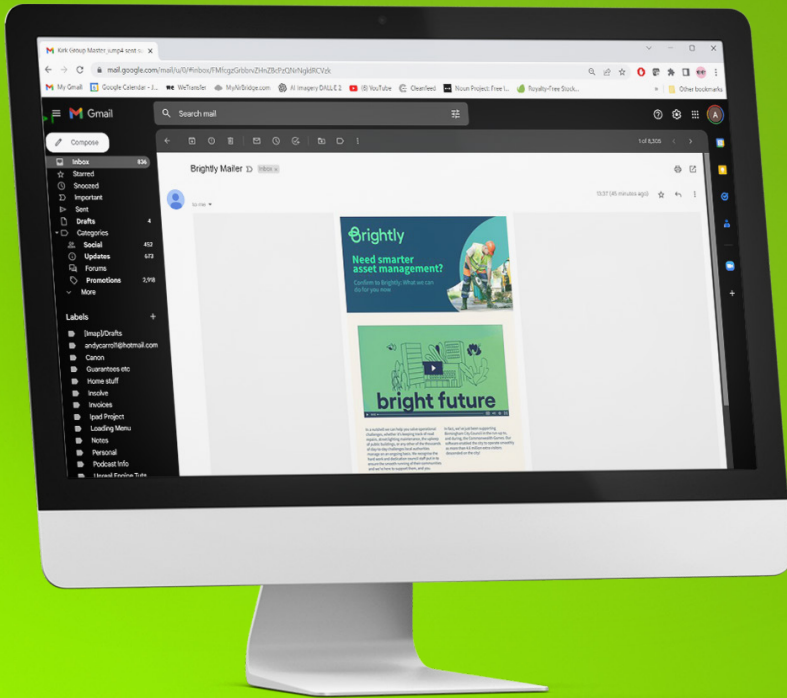
These new capabilities had been covered in detail at the day-long customer event – so the highlights needed to be distilled into an accessible format and then presented and distributed in such a way that they appealed to and worked effectively both for existing customers and for new prospects.

As a B2B communications specialist, already working on Brightly's communications programme more broadly, AD was ideally suited to this task.



THE REMEDY

AD Communications proposed a direct mailer and HTML eshot, stylishly designed and themed around Brightly's new corporate brand. The mailer began with a introduction to the company, written in such a way that the new brand was linked clearly to the established solution already enjoying significant market share. This introduction also told the story of the rebrand, the company's new and expanding vision and the specific benefits this offered to customers.



The subsequent sections in the mailer then summarised some of the major topics discussed and presented on during the event using QR codes to link to video content from the day to help tell the story. These included new developments to Brightly's product and service offering and new levels of capability and functionality for customers.

The mailer also featured customer testimonials – again with QR code links to videos offering third party endorsement of Brightly's products and its service and support.

IN BRIEF

Effectively and efficiently summarised the content from a full day of presentations and seminars, meaning that the benefit of these could be shared much more broadly



Eshot and mailer sent out to existing customers as well as to target prospects – generating significant interest



Incorporation of QR codes added a multi-media and interactive element to the printed mailer



Stylish and 'on-brand' design made the piece visually appealing while also reinforcing the new brand

