



bloomfield

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# Before & After

a snapshot of results



## Positioning Shift

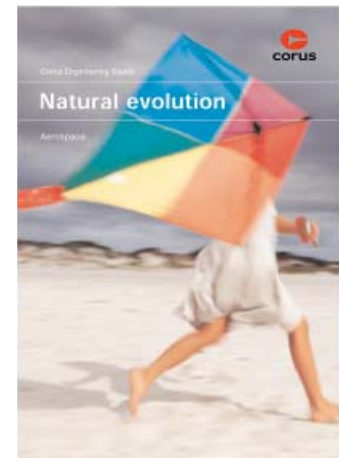
### Corus - Engineering Steels (formerly British Steel)

Tasked to reposition the Engineering Steels Division as a 'service orientated' business and not just a raw materials supplier. Our mission was to create an elegant visual solution that accurately represented the true service ethic of the division without compromising the Corus brand.

**Results:** Developed a creative solution and multi-media campaign that achieved over 70% awareness of the Engineering Steels service portfolio and positioning objectives (up from just over 20%). In addition, the campaign produced the company's first targeted direct marketing campaign which generated an ROI of just over 479 x campaign investment.

70%  
AWARENESS

479 x  
ROI



# ROI to Shout About

## The Database Group

With no set sales cycle, awareness is everything in the database market place. The overriding objective was to engage the audience with a simple cultural message that would immediately differentiate The Database Group as a confident leader in their field. With a limited budget and time running out on their financial year, they needed results.

**Results:** Awareness was the name of the game – any leads or sales would be a bonus. Here's how the score card read. 97% recall. 11% lead generation. The most successful campaign in their history. Ultimately the campaign delivered a return of 75 x initial campaign investment; definitely worth a bash on the head.



Award Nominee  
Best Low Volume B-2-B  
Direct Marketing Campaign



75 x  
ROI

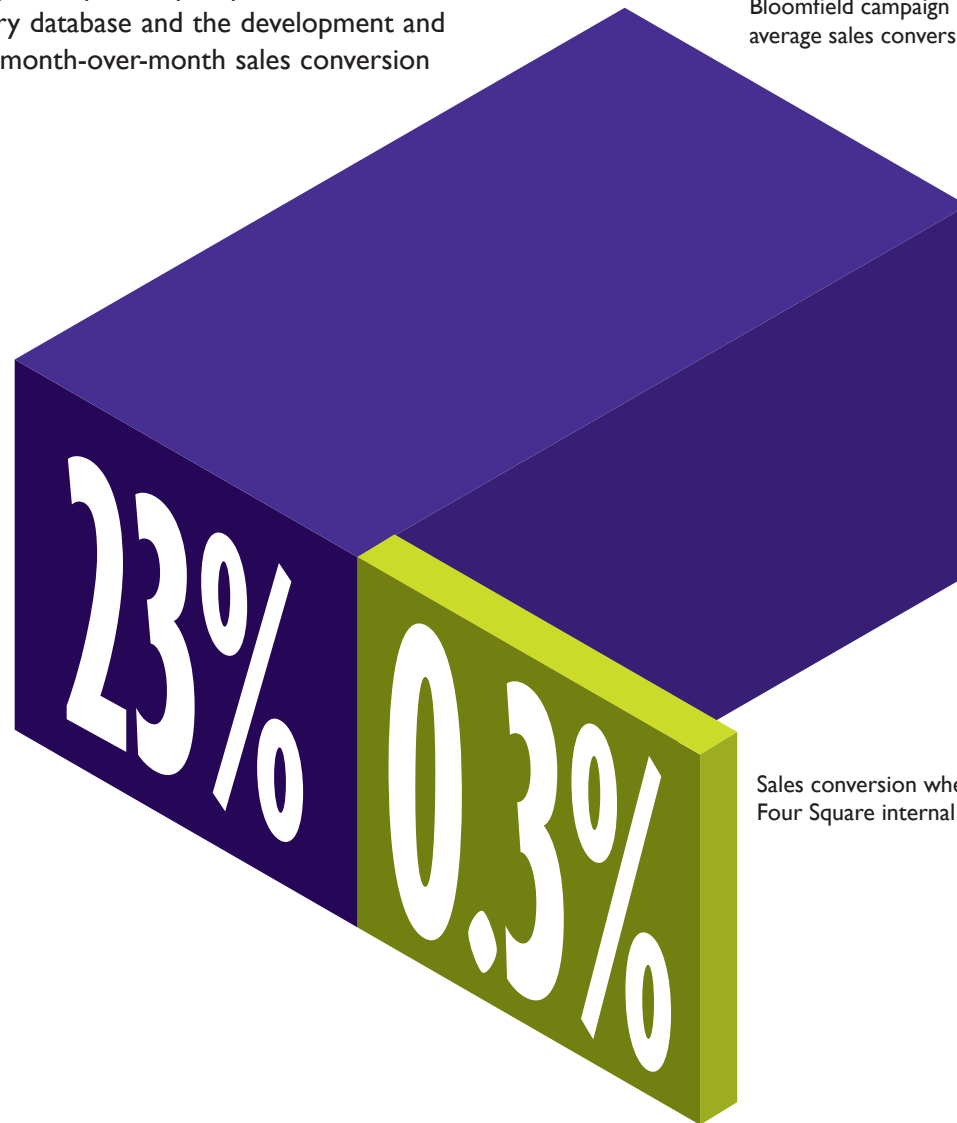


# Monthly Conversion Rates

## Four Square – A Division of Mars

Falling returns on investment forced Four Square to evaluate the effectiveness of their internally produced campaigns to drive sales conversion. No specific goals were set, the aim was simply to improve upon previous efforts. Following a drastic overhaul of the primary database and the development and implementation of multi-media campaign, month-over-month sales conversion was improved to historic highs.

Bloomfield campaign month-over-month average sales conversion



Sales conversion when using Four Square internal resources



# Campaign Effectiveness

## Avid

Targeted to launch its latest small studio software solution (a derivative of the professional editing suite) Avid needed to rethink their approach as previous efforts using other agencies had failed to achieve any significant results. The timing was terrible; the campaign was scheduled to roll-out one week before Christmas. With an immovable deadline, it was necessary to create a campaign that delivered a serious creative punch.

**Results:** We developed a creatively edgy and highly targeted campaign (multi-media) which was designed to stimulate prolonged interest in the product - specifically to keep it afloat over the Christmas break. Despite the awful time frame for the campaign to run, within one month had returned results of unprecedented significance.

## Sales Conversion

