

1st Objective

We sharpen your messaging, give your brand image new edge and cut straight to the heart of what you're about as a company.

MAKE US YOUR 1ST OBJECTIVE

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OUR 1ST OBJECTIVE IS THE SAME AS YOURS

We want to...

- Increase your margins
- Increase your sales
- Increase your revenues

...without dramatically increasing your costs

How?... by using every means at our disposal to support your salespeople and by understanding your customers' motivations and market drivers.

Then we get the message out to the people that matter, customers, prospects, partners and suppliers.

'1st Objective displayed a can do attitude and helped us establish visibility and a strong brand in a competitive market. This categorically led to incremental business. When they say they'll do something you can count on it being done with gusto and flair.'

Graham Cooper, VP of security start up

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SO...WHAT'S OUR DIFFERENCE?

We advise our customers on creating differentiation but first let us tell you about ours.

We deliver creative messaging. We build messages, by audience - and by media type - around your brand, clearly communicating your company values to the people you need to know.

Many of the companies we work for already have branding in place but are not leveraging their brands to the fullest extent. We advise organisations on how to build awareness, support sales and communicate internally. The upshot is that everything created then becomes part of their sales process, from a humble business card to an online advertising campaign.

'1st Objective rapidly became part of the management team, helping shape our strategy and deliver on the MBO. Their contribution was outstanding.'

Steve Bailey, Managing Director, Asyst

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VITAL, RELEVANT MARKETING SERVICES

We're not a traditionally structured agency. Our eyes are on your business objectives not on industry awards, print runs or agency commissions. We're not tied to any single method of promotion. Our difference lies in agnostically advising you of the best marketing services solutions.

We engage through phases, testing and reviewing at every stage.

And, we are highly creative, both in the content of - and the way we structure – our successful and measurable campaigns.

Transformational Phase
Brand strategy built on business objectives
Messaging creative
Implementation Phase
Copy, design and art etc
Management
Deliverable Phase
Advertising, media, print, online etc
Assessment and review

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KEEPING BOTH BABY AND BATH WATER

We use what you have already, adapting and improving it to make it stronger and work harder for you.

We leverage your brand for...

- New sales
- New markets
- New revenues

Our worth is judged by your success, so we offer practicality and pragmatism. We can help you develop both new and existing revenue growth opportunities with smart, clever and attractive propositions. And by clearly communicating internally we help you maintain company focus and motivation.

'I'm only really interested in applied marketing. 1st Objective look at how everything interacts and builds, they've grown our reputation and standing in the market.'

**Neil Tucker, Marketing Manager,
MLL Telecom**

We can work alongside your existing suppliers or even manage them for you, freeing you from day-to-day contact and letting you concentrate on strategic issues.

1st Objective - skills for your marketing

- Brand development
- Matrixing of core audiences
- Development and mapping of key messages
- Sales collateral and sales support tools
- Demand generation campaigns and fulfilment
- Website development and maintenance
- Online, interactive campaigns
- Search engine optimisation and traffic generation
- E-commerce

And through our associates...

- Market research
- Media selection and buying
- PR – planning and execution
- Telesales, profiling and data cleansing

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CASE STUDY I: FUJITSU SIEMENS COMPUTERS

When two very different companies, Fujitsu and Siemens, formed a new one, to enter the already crowded PC market, they needed to make an impact and quickly.



With a media budget of £1.8m in the first six months, the 'Susie' campaign ran in the National Press and outdoor across London.

Our confident ad campaign worked hard to push product and brand, punching its weight with the likes of IBM, Dell and HP. It de-risked their entry into a fiercely competitive market, created credibility with the audience and gained immediate acquisition of share.



Our messaging platform, based on innovation, reliability and security, was represented by a character called Susie. While the reason for her name was never overtly communicated outside the company, within Fujitsu Siemens Computers she became the holdfast for internal communications helping bond the newly formed company together.

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CASE STUDY II: BACKGROUND CHECKING.COM

Restricted budget? No problem! Start-up to successful company sale - and zero to £1.8m turnover - in just three years.

Background checking is the business of pre-employment verification for qualifications, work history and references. Global events such as 9/11 and local tragedies such as Soham were to raise the profile of background checking's importance. Our messaging revolved around turning what was initially seen a distress purchase into one of good employment practice and an issue for corporate governance.



1st Objective advised changing the company name to BackgroundChecking.com. This name was to become the globally accepted, generic term for employee vetting and appraisal, turning it into a huge company asset and one of the big attractions for potential investors.

'1st Objective created our Background Checking brand, establishing our leading position in the screening services sector. Their professional approach to marketing gave us real competitive edge.'

**Nick Harness, Sales Director,
BackgroundChecking.com**

1st Objective invested time in exchange for cash and an equity stake and formed one half of a sales and marketing team that got the business off the ground and steered it securely to its ultimate sell-off to the information giant Experian.

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CASE STUDY III: BT WHOLESALE

This division of BT supplies voice and data services to telco providers, ISPs, network operators and other parts of BT such as BT Retail.

With dwindling revenues from traditional core businesses BT Wholesale needed messaging to convey the innovation that is intrinsic to their competitive offering. This meant communicating strongly to a range of audiences that had a closed or prejudiced view of BT - and especially of the Wholesale division.

Explaining the company's offering to its 1500 staff was the first step in demystifying their value to customers.

The 1st Objective approach presented BT Wholesale as a fertile environment where partnership for new innovation could happen, develop and move towards marketable new products.

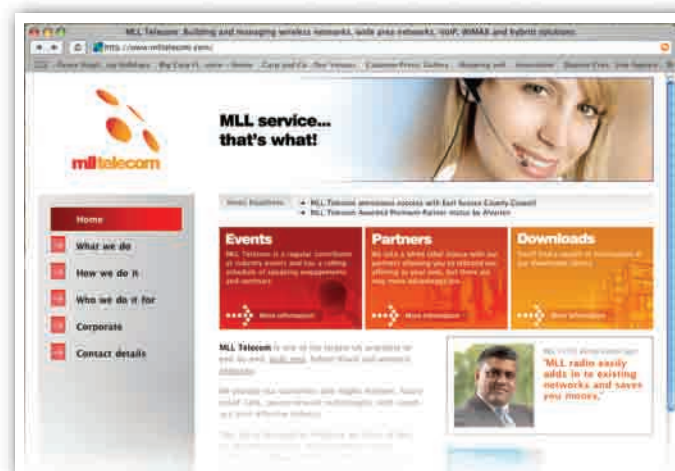


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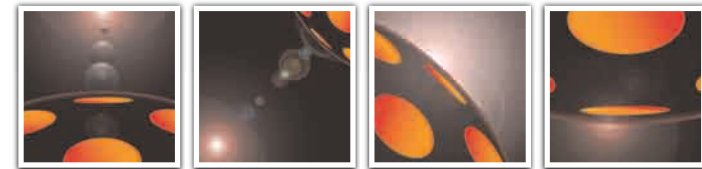
CASE STUDY IV: MLL TELECOM

In a competitive market MLL needed exposure that would help them stand out and push back on their competition. 1st Objective created a new identity, relaunched the website and provided sales support documents and literature.



"From my perspective, 1st Objective have always delivered on the three main requirements of a supporting – and highly creative - agency - i) to fully understand our business, ii) to push and question - not just accept; and iii) to deliver high quality, value-for-money solutions."

Matthew Gingell, Business Development Director, MLL Telecom



The SEO work pushed them into an enviable position with the major search engines and is now reaping the benefits of serious web enquiries. Lead generation materials supported by telemarketing is growing revenues. And specific channel campaigns aim to make them the wireless provider of choice with the UK's biggest telcos.

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INCISIVE MESSAGING

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