

Creative B2B Branding (no, really)

Building a creative brand
in a business world

Scot McKee

The ads in colour

Marketscan superheros (Chapter 7)

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awesome

In the world of data, size is everything. Well, not everything. Marketscan believes in bulletproof quality. Our data hygiene and analytics are indestructible too. But your database is no use if you can't select from a pretty large package in the first place.

So we created MEGABASE™. It's a big word for a big unique database. Over 2.4 million records covering every aspect of British business.

We also have POWERBASE™. That's our consumer database. It's big too. Over 42 million UK records classified just about any way you care to mention.

Whichever business or consumer markets you're trying to hit - MEGABASE™ and POWERBASE™ should offer the superhuman reach you're looking for (and we're famous for!).

They're big, they're strong and they're more powerful than a locomotive. View the full category listings at www.marketscan.co.uk

Interplanetary Data Solutions

Data Supply: Business Mailing Lists • Consumer Mailing Lists
 Data Cleaning: Hygiene - reduce costs; improve response; corporate compliance
 Data Analytics: Profiling - identify prospects; improve targeting; increase understanding

Market scan
 INTERPLANETARY DATA

ONLINE DATA: WWW.MARKETSCAN.CO.UK SUPERHERO HOTLINE: 0845 838 1758 HEROMAIL: DATAHERO@MARKETSCAN.CO.UK

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extraordinary

Sure. It's partly about high quality data. But we treat quality as mandatory. So achieving the most effective Data Solution for your business also has a lot to do with Marketscan's Superheroes.

They have the expertise and insight. They work tirelessly across business and consumer markets to provide the data, hygiene and analytics that you need to transform your database into something extraordinary.

No one said it would be easy, but hey, a safer world is reward enough.

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foresight

It's all very well looking at the list counts on your database - but that's not going to deliver understanding. And understanding's what you need to maximise your data investment.

Marketscan Analytics help you understand where your prospects are, who they are, what they are, what they might be worth, which products or services they may prefer... before long you'll be sending them birthday cards and invites to your kid's parties. Well maybe not the parties.

And that's a whole galactic world better than mailing a monster called 'The Prospect Base' and hoping for the best.

So dress up in kinky red boots and analyse your data - visit marketscan.co.uk - or call and talk to someone who's already wearing them...

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fastidious

There's a word you don't hear very often. Almost never when the context is Data Hygiene. That's probably because no one really relishes the prospect of cleaning their database with the regularity it undoubtedly warrants. But with deterioration at over 40% per year, 'fastidious' is exactly what you need to be.

Marketscan takes care of all your Data Hygiene so you don't have to. We go to extraordinary lengths to clean up the entire database.

We'll help reduce your mailing costs, increase your response rates, eliminate duplication, ensure legal compliance and improve your accuracy. Not bad. But you never thought you'd get all that from giving your small-a super-scrub.

Find out how by visiting marketscan.co.uk - or call and talk to your very own Superhero...

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Software Inc. campaigns (Chapter 9): the fat guy



Established in 1952, ChangePoint is a global supplier of professional services automation software. Pioneering techniques and 40 years of development for almost 400 clients worldwide have positioned ChangePoint with unrivalled depth and experience. It's no surprise that customers increasing importance for strategic growth and profitability, ChangePoint delivers multi-faceted, end-to-end solutions that directly benefit organisations, their staff, their clients and anyone else in the firing line.

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change management instead of crisis management

The pressures at the top never get any easier do they? Professional services organisations and corporate IT departments are under constant and increasing pressure to deliver more for less.

Depressing isn't it?

Reduced budgets, the need to increase productivity and the demands of clients (internal and external) means that the enterprise has to work smarter.

And who is it that wakes up each morning shouldering that unenviable responsibility? Well, that'll be you. The good news is that ChangePoint is happy to share the load. If you have the responsibility to change the way your consultancy or corporate IT department works, ChangePoint is just going to make your day. Every day.

To find out how ChangePoint is improving the management processes of companies such as **Microsoft, Electrolux, Morse, Legato, NCR** and others, visit our website below or call 020 8948 9600.

The challenge you face every morning...

Improve Productivity
By automating and streamlining the business processes of the enterprise and to end, everything and everyone works quicker. If your processes are more efficient, your people are more effective.

Reduce Costs
Immediately reduce the cost of administering manual processes. The 'slippage' or lost time and expenses inherent in manual systems can be all that's needed to justify it.

Increase Return On Investment
It may sound absurd, but IDC has credited ChangePoint with an average ROI of 1,819% with payback in an average of 19 days. Yes, that's how good it really is.

...is the solution we deliver every day

time for a
change?

Software Inc. campaigns (Chapter 9): the fat guy



time for a
change?

change management instead of crisis management

Efficient processes and effective people are the keys to delivering increased revenues and improved profits. With clients in eleven European countries, professional services automation software is making sure that the consultants and staff of almost 400 companies worldwide go to work with a smile on their faces.

Now that makes a pleasant change doesn't it?


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IDC has credited with an average ROI of 1,819% with payback in an average of 19 days.

To find out how is improving the management processes of companies such as Electrolux, Hilti, Legato, HCB and others, visit our website below or call 010 8948 9600.

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Established in 1994, Changepoint is a global leader in professional services automation software. Proven and powerful, Changepoint's professional services automation software is making sure that the consultants and staff of almost 400 companies worldwide go to work with a smile on their faces.

Improve Productivity

By automating and streamlining the business processes of the enterprise and so reducing the cost of administering manual processes, the 'fat guy' can now eat and breathe easier in manual systems can be all that's needed to justify Changepoint.

Reduce Costs

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Increase Return on Investment

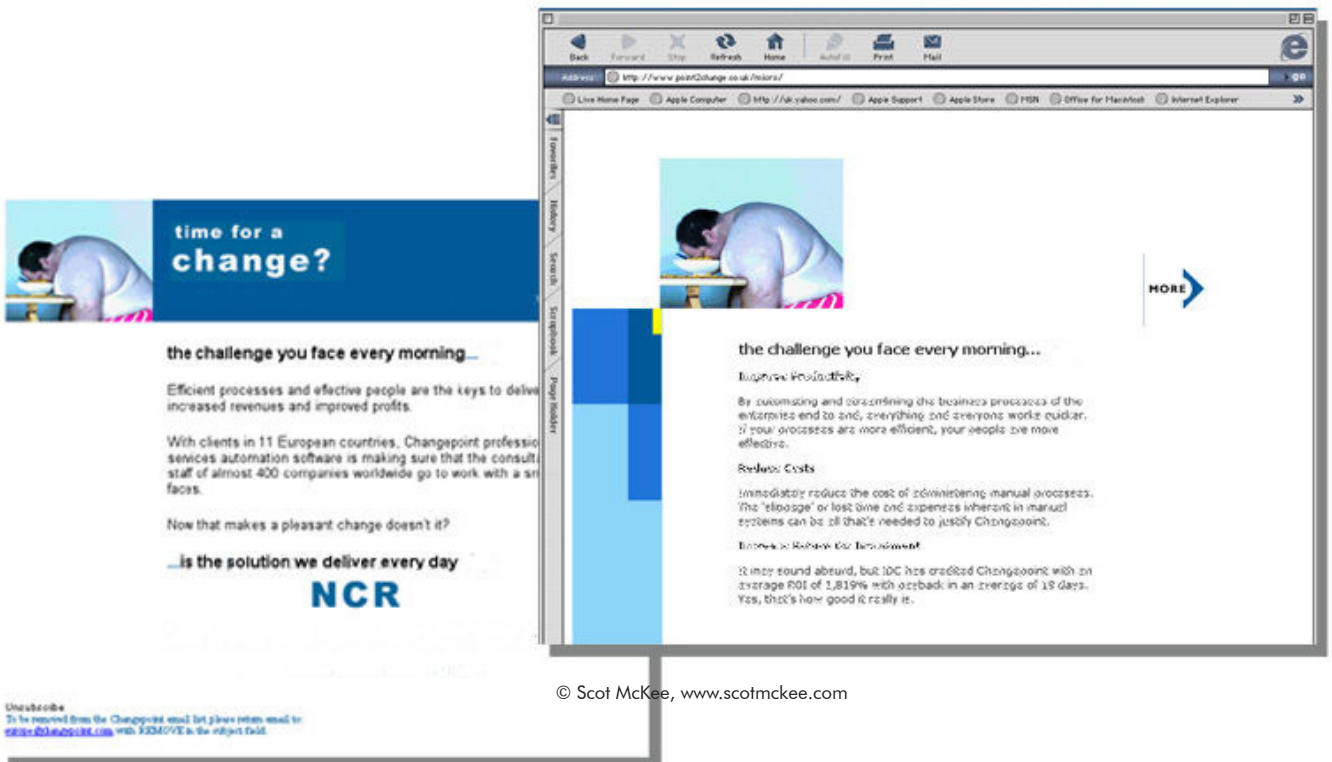
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To find out how Changepoint is beginning to improve the processes of companies such as Microsoft, Electrolux, Hilti, Legato, HCB and others, visit our website below or call 010 8948 9600.

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1994-2000

time for a
change?

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time for a
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the challenge you face every morning...

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...is the solution we deliver every day

NCR

the challenge you face every morning...

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Increase Return on Investment
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Unsubscribe
To be removed from the Changepoint email list please return email to: unsubscribe@scotmckee.com with REMOVE in the subject field.

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Software Inc. campaigns (Chapter 9): for your roi's only

The inefficiencies of people, business systems and processes are costing you millions and delaying your business growth.

If you could cut the inefficiencies of your business and dramatically improve efficiency by delegating and automating these processes, not only would your organization save an inordinate amount of time, but the almost financial benefits would be well "nothing" to say the least.

Changepoint is that solution. Following a powerful tool that manages the enterprise as well as individual requests. Changepoint's unique software solution offers a multi-tenant, 3-year, annualized ROI of 475% (Source: GigaOm). By any scientific measure standards, that's a pretty impressive figure and a compelling argument for choice.

Professional Technical Automation has been the speciality domain of Changepoint for almost a decade. For IT Consultants and the IT Divisions of large corporate enterprises, Changepoint delivers the PSA promise.

All of which means you have to stop thinking over the spreadsheets into how the right and find the little black dots you're been ignoring yourself. Here's a ball for a change. Or are you ready for it.

Reduced costs, increased profits. Happy now?

**For
your
roi's
only**

Automate business processes • Improve communication • Optimise resource allocation
Increase revenues • Enhance employee performance

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Here's a ball for a change. Or are you ready for it.

Reduced costs, increased profits. Happy now?

**It'll make
your
roi's
water**

Automate business processes • Improve communication • Optimise resource allocation
Increase revenues • Enhance employee performance

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Reduced costs, increased profits. Happy now?

**For your
roi's
only**

Automate business processes • Improve communication • Optimise resource allocation
Increase revenues • Enhance employee performance

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Software Inc. campaigns (Chapter 9): Wild Child web seminars



*** WILD CHILD ***
WEB SEMINARS

Are You Experienced?

Presented by
David Taylor
Best selling author of
The Naked Leader

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*** WILD CHILD ***
WEB SEMINARS

The René Carayol Experience

René Carayol is a world leading provider of business guidance and strategic advice. He has authored several books, including 'My Voodoo', 'The Naked Leader', and 'The Entrepreneur Experience'. He is also a frequent speaker at industry conferences and seminars.

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