



“Back-up Bob”

BELL CANADA CASE STUDY

The Client

Bell Canada Enterprises is Canada’s largest communications company. Through its main subsidiary Bell Canada, it provides local telephone, long distance, wireless communications, Internet access, data, satellite television, digital television, electronic commerce solutions and other services to residential and business customers through some 27 million customer connections, offering products and services that simplify and improve the productivity of its customers’ lives.

The Case

Bell’s SMB Division provides a range of useful products and services to help small and mid-sized businesses be more competitive and productive. Everything from Internet Access to Wireless services to Network Solutions. Two applications offered by this division are Business Backup (keep those files safe!) and Productivity Pak (tools to manage email, stay organized and share info more effectively).

The Challenge

Focusing on promoting Bell’s back-up solutions and Productivity Pak, develop an innovative campaign to get the attention of small and medium business executives as part of Bell’s summer and fall strategic communications mix.

The Signature Solution / Strategy: Introducing Janie, Bell Canada’s SMB New Spokesperson!

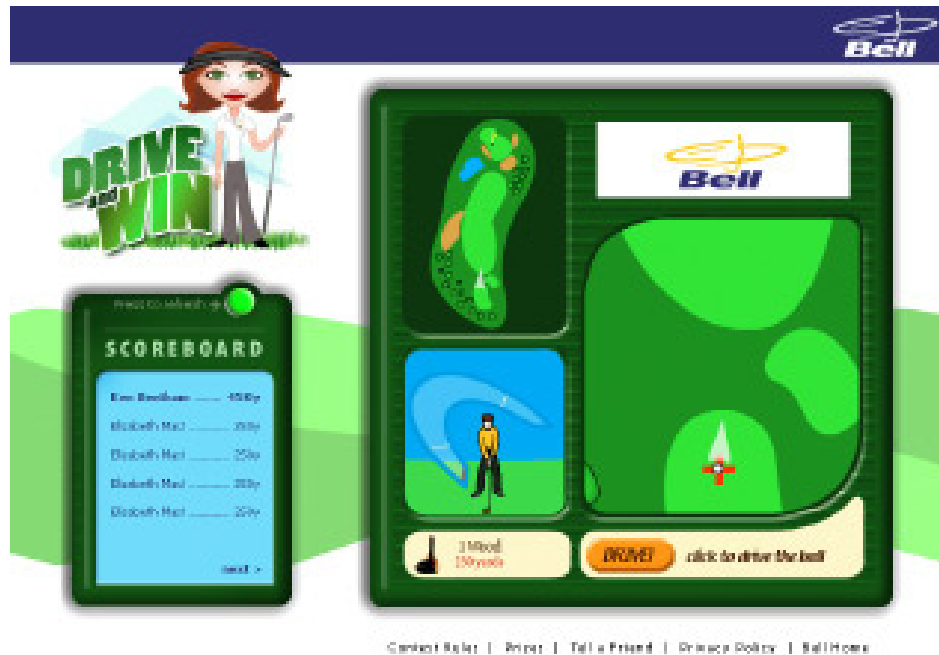
Signature created an animated flash spokesperson named Janie.

The Janie email series launched in August with Janie starring in her first flash email communication titled “Back-up Bob” where she expertly shared the benefits of Bell’s Back-up Solutions with a chance to win a free Blackberry.



Janie followed up in her second lead role for Bell's Productivity Pak offering that included a chance to win a Bell Canada Productivity Pak with a free Blackberry 6750.

Between email engagements, Janie took up golf and the role of spokesperson for Bell's SMB group at their booth at the Bell Canadian Open. Janie invited all guests to register and play Bell's Drive and Win golf contest with daily winners and a grand prize winner. Bell generated a database of leads while players had a ball competing for the longest drive of the day.



The Payoff

Valerie Jones, Bell's Director- SMB Internet Marketing, reported that Janie and her "Back up Bob" email message did a fantastic job generating a click through rate six times Bell's normal rate! And her second campaign for Bell's Productivity Pak also delivered outstanding click-through results. Alice Thornton, Bell Marketing Manager Events & Sponsorship was delighted with Signature's entire program including branded CDs, collateral material and the online golf contest declaring, "The contest went wonderfully! Everyone was ecstatic!"