



ServiceTec sets sail for success

The Client: ServiceTec Airport Services International, is one of four divisions of The ServiceTec Group, a global supplier of IT consultancy support, break/fix, helpdesk and training. ServiceTec's own clients include LAX, Heathrow, Consignia, BT and Morgan Stanley Dean Witter.

The Brief: Raise awareness and positioning of the brand in the worldwide airports market, which includes the airlines, airport authorities and IT system developers, through a strong presence at Passenger Terminal Expo 2000 in Cannes.

The VERSIO Solution: Working closely with key managers from ServiceTec, VERSIO devised an integrated marketing program from audience acquisition, stand and graphics design to special customer events. The first element was to create and deliver a full-colour media campaign in industry publications. The ads positioned ServiceTec as an independent and global service supplier.

VERSIO designed a stand to meet the brief given by the CEO of ServiceTec, Andy Anderson: fully modular, reflecting the quality of the corporate brand and able to be reconfigured and adapted for three additional events to be held in the US and the Far East.

A direct mail campaign targeting all major customers was devised and implemented six weeks prior to the event. A customised mailer clearly outlined the benefits of the brand and invited prospective delegates to "walk the plank" – attend the stand, book a meeting with a ServiceTec manager, then enjoy a champagne cruise on the 60ft yacht borrowed, branded and staffed especially for the event.

Prospects were invited to register online at an event-specific mini website which we designed and added to the existing ServiceTec website.

VERSIO launched a complete PR campaign during and after the event. Press packs were made available with an announcement of a contract win in partnership with ARINC Systems at Heathrow Airport.

Representatives of the press were invited to the stand to cover the contract signing and photo opportunity. All key journalists were contacted and a number of individual meetings and interviews conducted. Post-event PR support was provided by a further release and coverage of the show.

Andy commented: 'My team loved the booth, our prospects loved the boat – our market positioning was spot on. VERSIO's professionalism couldn't be bettered.'