

## HOW LATITUDE GENERATED NEARLY £32 MILLION WORTH OF SALES MEETINGS WITH 20 PIECES OF DIRECT MAIL





PENET



# PROJECT RESULTS

- GENERATED 4 MEETINGS WITH CEOs OF THE TOP 20 TELECOMMS PROVIDERS IN EUROPE, POTENTIALLY WORTH £32 MILLION

# THE CLIENT

Openet provides robust, extensible and innovative Subscriber Optimization Software to communication and media service providers worldwide, enabling them to control, monetize and increase visibility into the usage of services and network resources. Based in Dublin, they work globally with telecom giants such as AT&T, Vodafone and Orange.

# THE PROJECT

Latitude was given a brief to help create meetings with CEOs of Tier One telecom operators across Europe. Previously Openet had used corporate gifts to attract attention but the response rates were very low and they were looking at some fresh thinking and input.

“LATITUDE DID EVERYTHING WE ASKED OF THEM AND MORE. THEIR KNOWLEDGE OF THE TELECOMMUNICATIONS ARENA REALLY HELPED US BREAK DOWN OUR MESSAGE AND **ENABLED US TO LAND MEETINGS THAT PREVIOUSLY HAD SEEMED IMPOSSIBLE TO GET.**”

ANDREW COURT,  
EUROPEAN MARKETING DIRECTOR

# THE SOLUTION

## DIRECT MAIL TO CEO'S OF TIER 1 ORGANISATIONS

Initially Latitude needed to:

- Review the concept that were suggested by the client
- Understand how we could get past the targets' 'gatekeepers'
- Create a stimulating and innovative idea that would stand out and create the required interest
- Devise a follow-up mechanism

Openet asked Latitude to source a corporate gift that could be sent to CEOs with a view of attracting their attention. Following an extensive review of Fortnum & Mason, Aquascutum, Harrods and a number of other high-end product suppliers we decided that a corporate gift would probably not suffice to get the required result.

Firstly, we couldn't find a decent enough gift within the budget that a CEO would need, keep or be inspired by. Secondly, we did not believe that trying to make contact after sending a mediocre gift would get them to take the phone call, let alone set up a meeting. In our view it would have made Openet seem desperate for business and immediately put them at a disadvantage. And lastly, we thought that a gift could be perceived as a bribe and did not believe it would even pass the 'gatekeeper'.

Instead we came up with the rather simple idea of sending them an old fashioned, personal, hand written letter inviting the CEOs to a meeting over lunch.

We knew that getting past receptionists or PAs would be extremely difficult so the idea was to include the private direct mobile number of Openet's CEO within the content of the letter, which in turn allowed us to add 'strictly private and confidential' to the front of the envelop. We knew that a PA would see it as a personal invitation from another CEO and would pass it on directly rather than discarding it with all the other direct mail.

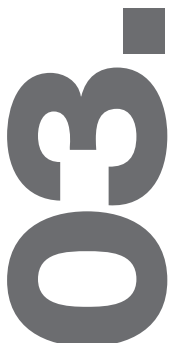
Understandably our client had neither the inclination nor the time to hand write twenty letters but the allocated budget easily allowed for us to source a hand writing specialist. In fact, the campaign would only use up a 20th of the original budget and hence Openet thought the concept was worth a shot.

We started by supplying the client with 12 different handwriting styles from which one was chosen. We then worked closely with them to write the content of the letter, which had to short and to the point but engaging at the same time.

Latitude sourced a blue Basildon Bond laid paper which in our opinion would work subconsciously by reminding the recipient (most of whom would be over the age of 50) of when they were young and 'proper' letters would only be sent on Basildon Bond. We also sourced a matching DL envelop.

The idea worked extremely well. All 20 letters were received and acknowledged by the CEOs. They were followed up with a call by the personal assistant of Openet's CEO's to see if there would be a business requirement and the possibility of a meeting being arranged.

Out of the 20 pieces of direct mail, 4 meetings were arranged, each potentially worth up to £8 million pounds. More importantly however, communication channels had now been opened and a relationship could now begin.



From the office of the CEO

Dear Cliff,

My name is John Ringer and I am CEO of Openet Telecom. We help our customers, who include AT&T Wireless, Verizon Wireless, Orange Group, Telecom Cingular Wireless, T-Mobile, and Verizon Wireless to differentiate their services quickly and consistently with many of Europe's operators and also handle over two billion US wireless data traffic.

I would welcome the opportunity so that we can discuss how we can benefit to yours.

My personal mobile is you'd like you Tracy Bottomley I look forward

Janina Stewart  
Exact Software  
240 London Road  
Staines, Middlesex  
TW18 4JT

... to  
... my Co  
... Number is +44  
... P.A. to speak to mine, her  
... and her direct line is +0044 1535 60  
... to hearing from you.  
Yours sincerely,  
John Ringer

[www.openet.com](http://www.openet.com)

Dublin . Washington . Singapore . Sao Paulo . London . Paris . Rome . Madrid

IF YOU WOULD LIKE MORE INFORMATION ON THIS CASE STUDY OR  
IF YOU HAVE A PARTICULAR ISSUE THAT YOU'D LIKE TO DISCUSS,  
PLEASE CONTACT US ON:

T: +44(0)20 33 56 96 56

E: [ENQUIRIES@LATITUDESOLUTIONS.CO.UK](mailto:ENQUIRIES@LATITUDESOLUTIONS.CO.UK)

271 REGENT ST  
LONDON  
W1B 2ES



**latitude**solutions  
building business. creating brands