

>A SUCCESS STORY IN BRANDING AND LEAD GENERATION

Using a Targeted Dimensional Mail Campaign for Perot Systems Corporation



"Building the Foundation"



"Managing the Suppliers"



"Using the Right Tools"



"Satisfying the Customer"

>THE CLIENT

Perot Systems is a Fortune 1000 IT services provider with \$1.8 billion in revenue and 16,000 associates. The company is based in Plano, Texas and has operations in India and several countries in Europe. Perot Systems made *Forbes* magazine's "Platinum 400 Best Big Companies" list, and its stock is traded on the New York Stock Exchange as "PER."

>THE CHALLENGE

Perot Systems provides IT services to several industries, such as healthcare, government, and the general commercial market, including homebuilding. Perot Systems had only two clients and very little brand recognition in the construction industry but wanted to pursue a promotional strategy to increase revenue in that market. However, C-level executives are particularly difficult to reach and impress in the homebuilding field, as they are constantly bombarded by marketing and sales messages from suppliers and subcontractors.

>THE SOLUTION

Boxtopia collaborated with Perot Systems to develop a unique concept for a dimensional mail program focused on the homebuilding industry. A series of four historical watercolor paintings were commissioned by Perot Systems. Over a three month period, limited edition framed prints of those watercolors were mailed in high-quality branded packaging to a targeted list of 47 C-level executives at the largest 18 homebuilders in the United States. Each print conveyed a theme—building the foundation, managing the suppliers, using the right tools, and satisfying the customer—that addressed specific pain points experienced by executives in the homebuilding industry in the late 19th century, and that still persist in the early 21st century. A brief letter accompanying each print explained how Perot Systems helps its clients alleviate that pain with effective IT tools and strategies.

>THE RESULTS

This innovative, efficient campaign made it past the executives' gatekeepers, broke through the clutter, and produced measurable results for Perot Systems in a number of areas:

- Created strong brand awareness for Perot Systems among top-level homebuilding executives—several of the series of framed prints ended up hanging on the walls in the recipients' offices and reception areas
- Opened several doors with targeted executives whom Perot Systems was previously unable to reach
- Inspired positive reactions from most of the executives who received the prints (including one executive who sent a personal thank you message to Perot Systems)
- Motivated a prominent national homebuilder to submit an RFP to Perot Systems, featuring a request for a significant IT consulting proposal
- Enabled Perot Systems to initiate and close a \$7.5 million, multi-year IT contract with a large homebuilding supply firm

For more information about how a targeted dimensional mail campaign from Boxtopia can produce measurable results for your company, please contact:

>BOXTOPIA

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