



TECNOLINK helps your business run smoothly

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Sector: IT & Computers
Country: Italy

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1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Tecnolink Ltd was founded in 1994 in Florence, Italy and for the last 15 years it has been providing B2B IT consultancy services.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

By starting this project Tecnolink intends to attract new B2B clients through a poster campaign rolling in Tuscany. The central message to be conveyed is: **Tecnolink helps its clients' businesses run smoothly by providing immediate and user-friendly IT solutions** that are both time and money saving.

3 Step Target Audience

[who should you influence ?]

The campaign is addressed to SMEs owners or leaders who are bright enough to see a less complex IT system as a potential factor driving business efficiency maximization. Not mentioning the amount of time and money saved in the process!

Possible scenarios are:

- ∞ Often the owner/leader already has a provider of IT services but he/she is not fully satisfied with its performance considering that there are still certain aspects that could be improved in order to exploit more the IT potential or turn the whole IT system easier to use.
- ∞ It is highly probable that the owner/leader feels truly frustrated with the current IT system that seems to generate rather than solve problems. Moreover he/she along with the whole staff are not fully prepared / trained to use the IT system at its best or to take full advantage of its potential.

How do target clients feel like?

They feel far from being confident when it comes to dealing with IT issues and in most of the cases prefer to avoid rather than confront them. That is mainly due to a three-pillared psychological barrier:

- ∞ First of all he/she doesn't feel confident in discussing such issues as there is a huge competency gap between him and the IT providers. This lack of IT knowledge is often translated into the incapacity of correctly assessing from both a qualitative and quantitative perspective the value of the IT proposal brought to his face.
- ∞ Secondly the IT profession is not regulated by laws or academic specifics. Therefore there is no guarantee of professionalism regarding the IT systems providers on the market.
- ∞ Thirdly in most of the cases business owners have been through some kind of IT scam thus they are afraid of becoming bluff's victims again.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The expected outcomes of the poster campaign are:

1. Reduce the previously mentioned psychological barrier that might affect the potential client (incompetency feeling, lack of warranty for professionalism, afraid of scamming)
2. Convince the potential client that Tecnolink can be the right solution for his/her business as it can: i. Create a good and stable IT system able to efficiently ease the business spin while saving time & money; ii. Introduce an user-friendly IT system for each and every employee, regardless of their expertise level.
3. Stimulate immediate contact: call or visit the website.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Tecnolink credibility is backed up by the following:

- ∞ Its long established presence (every day IT companies go in and out of business; being in business for the last 15 years gives a strong guarantee for the quality of Tecnolink's services);
- ∞ Microsoft accreditation for all Tecnolink staff;
- ∞ 95% rate of client satisfaction since Tecnolink is on the market.

6 Step Character

[what are the features that define the personality of the Brand ?]

- ∞ Simplicity;
- ∞ Assurance;
- ∞ Trust and guarantee;
- ∞ Fast responses maintained in time;
- ∞ Immediate results ;
- ∞ Professionalism;
- ∞ Reliability for short term and in the long run as well.

7 Step Media Plan / Placement

[where will your work appear?]

The poster campaign will be located in Tuscany, Italy.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

We expect Creators to develop freely both the visual and the copy for the poster. However we have certain compulsory elements that need to be present in their final work:

1. Creative spark needs to be coherent with the strategic message: IT systems offered by Tecnolink not only eliminate all possible problems but bring an immediate, simple and efficient solution to simplify the run of the business allowing time and money savings.
2. The campaign message must clearly state that Tecnolink offers IT systems suited for business environments and not private/home use.
3. The Tecnolink logo available in attachment 1 should be used. Or else Creators are free to develop a new logo and a new payoff as an alternative to "IT solutions"
4. The poster must mention explicitly the action that a client should take in order to contact our company visit www.tecnolink.it.

Please find attached as well:

- ∞ Logo "Microsoft Certified" (attachment 2);
- ∞ Reason to believe since 1994.