

# SIEMENS

Branding and Design



## Automation and Drives Launch

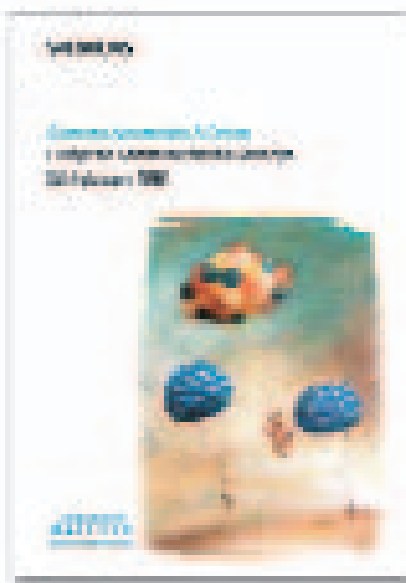
Leading communications agencies from around Europe, along with Anderson Baillie, representing the UK entry, were invited to present creative solutions to help launch the new Siemens Automation and Drives group into the European market. The main requirements of the brief were to present the new super division in a homogeneous light and to devise branding techniques to connect the launch campaign via integrated promotions to the new combined services and product groups. The concept of Siemens Automation and Drives 'So Much More' was borne to represent more support, security, understanding, trust and performance; whether it be a Siemens philosophy or product benefit. The 'So Much More' concept was flexed to cover the launch campaign, individual solutions areas, case study references through to product campaigns. The homogeneity factor was delivered through the use of stylised illustrative imagery which was the main creative focus of the campaign.

The Anderson Baillie work was selected into a shortlist alongside the Dutch and German agency entries. The shortlisted contenders were market tested via various organised focus groups around Europe. Results fed back to Anderson Baillie confirmed the validity of their campaign which beat off European competition to win the title of best campaign. Despite this accolade the Siemens group retrenched over their desire to go forward with the pan-European launch. From an Anderson Baillie perspective the campaign has now assumed the title of our best work never to see the light of day.

### Integrated Marketing Communications

Anderson Baillie battle it out with Europe's best marketing agencies and win.

For a full overview of our Project services visit  
[www.andersonbaillie.com/design](http://www.andersonbaillie.com/design)



**ANDERSONBAILLIE**  
 MARKETING