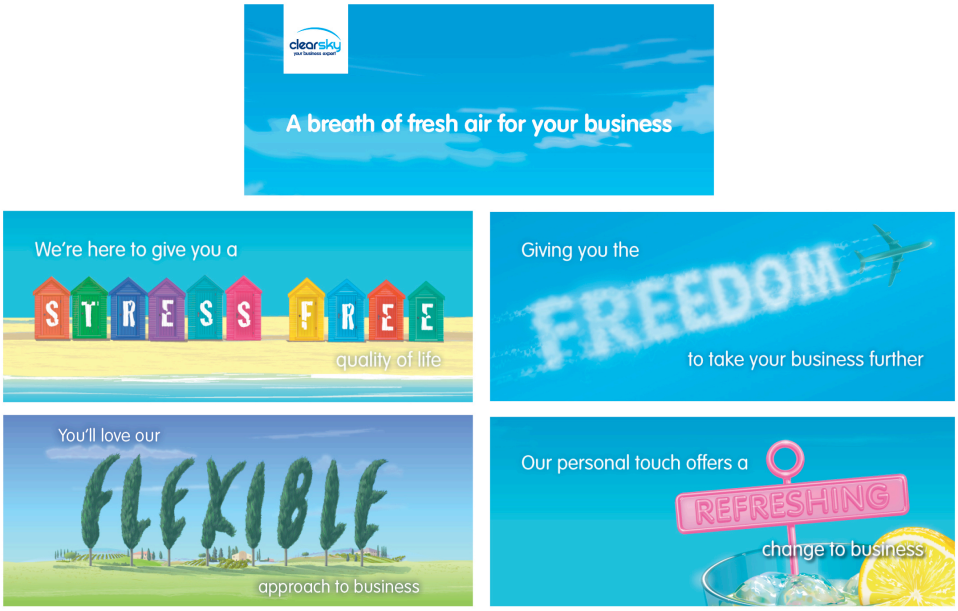
FINALIST 2014
B2B AWARDS



Positioning line and visual executions.

B2B Marketing Awards 2014

Category number: 12

Category name: Best Limited Budget Campaign

Programme/initiative name: Clear sky to growth

Agency: Clock Creative

Client: Clear Sky Accountants

URL: www.clearskyaccounting.co.uk

Contact: Ann Rimmer, Clock Creative (01706 822 888)

Summary

ClearSky Accountancy is an online provider of tax and accountancy services that, at the time of our appointment, specialised in the sole trader contractor and freelancer sector.

Although well respected, the company lacked brand differentiation or a clear brand proposition in its marketing and competitors were encroaching on its business in the crowded sector in which they operated.

A new company business strategy was initiated, which was to embark on a wider, more diverse service offering to SME audiences such as HR, Payroll and other future business initiatives.

This would enable them to hold their position in the accountancy market whilst growing other business service areas. In effect, create a new and unique offering of total business solutions for the SME sector.

However, this meant ClearSky had to connect with this new audience in a compelling way to create a powerful and credible brand proposition that would achieve ambitious lead generation results within limited budget parameters.

This entry seeks to prove how Clock Creative took ClearSky into these new SME sectors with a well defined and compelling brand proposition, delivered through a cost-effective targeted and integrated campaign that outperformed targets set by over 200%.

About the client company

Part of the Optionis Group, ClearSky is an accountancy brand that historically has delivered services to the contractor market. In 2011/2012 they saw a decline in the number of contractors and an increase in Limited companies. The Board decided to broaden their offering to SMEs and in doing so create new service offerings like HR, tax and payroll.

SECTOR

- Their existing sole trader accountancy services market was overcrowded by masses of competitors offering the same products and services
- A new business strategy to transform themselves into a total online business services provider gave them a unique proposition with few competitors

This more diverse offering would allow them to retain their existing client base yet broaden their audience by targeting the larger SME market with a range of attractive business services

Strategy

CHALLENGE

- The main issue that faced them was market changes as the contractor market changed and opportunities opened up with SMEs. Therefore diversification was required. Historically a contractor accounting business, they needed to reinvent themselves as an accountancy brand to SMEs.
- Market positioning and portfolio strategy was required. An initial review of lead generation collateral revealed their existing brand proposition for SMEs was weak, with messaging based on price and presented in a very 'salesy' way. As our customer insight showed, this wasn't the way forward for the ClearSky brand
- The SME market place is huge and ClearSky has a very small marketing budget. These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Objectives of the campaign

The core objectives were:

1) Sign up 2000 SME customers to their accountancy offering
2) Increase fee income. (These details were provided to judges in the original submission but are commercially sensitive and therefore confidential).
3) Position the brand as a leading accountancy firm

Campaign objectives beyond these corporate objectives were also;

1) Increase website traffic by 10%
2) Improve conversion rates

The target audience

We targeted businesses with a turnover of up to £5m. We segmented this to target a small number of sectors in which ClearSky had credible case studies, namely;

• Media

• Independent retailers

• Consultancy businesses with 1 to 10 employees

Media channels or techniques used

Campaign elements;
• Brand Strategy – Developing their core positioning with the line 'Your Business Experts' for the ClearSky business brand and 'Your Accountancy Expert' for the accountancy offering.

We developed an overarching campaign theme of 'A Breath of Fresh Air for Your Business' that was used to bring the brand promise to life.

The core offering was developed in packages, allowing SMEs to select the service solution that meets their needs and budget. We created 4 fixed price packages making it simple for online sign up

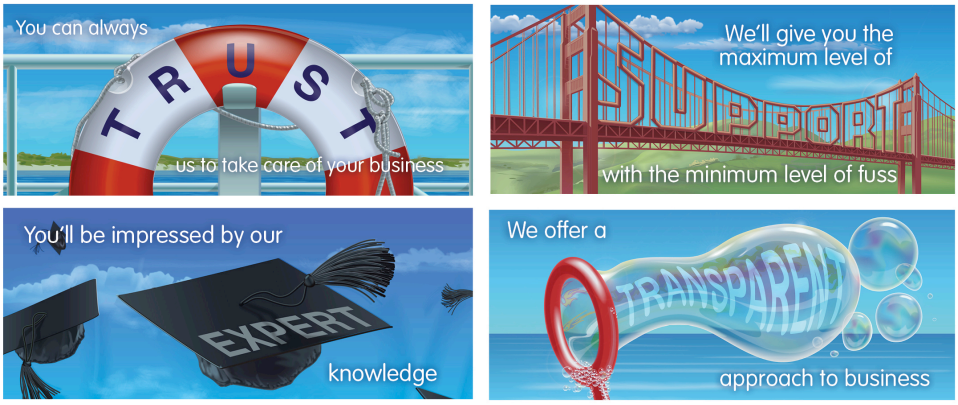
• Website – To reach the number of SMEs within the budget we opted to develop a new website. We ran small workshops with SMEs to inform site design, structure, content and UX. Content was created based on requirements for SEO. Individual landing pages were created and a 3 click to sign up was developed, along with an online chat facility, helping time poor SMEs sign up and enquire quickly.

• Illustration – we commissioned illustrations to ensure ClearSky had a differentiated image portfolio they could own. We chose illustration as competitors were using photography and it

allowed us to ensure a clear blue sky was depicted to support the campaign line. The key concerns SMEs had told us about in workshops were addressed via campaign lines.

• Emarketing – we created e-newsletters containing information on the packages available, case studies, profiles of the experts and information relating to entrepreneurs and small businesses. We also created a newsletter for customers that encouraged take up of bespoke pieces of work to add on to their packages, links to video content for entrepreneurs and general company information. Prospects could sign up for these online.

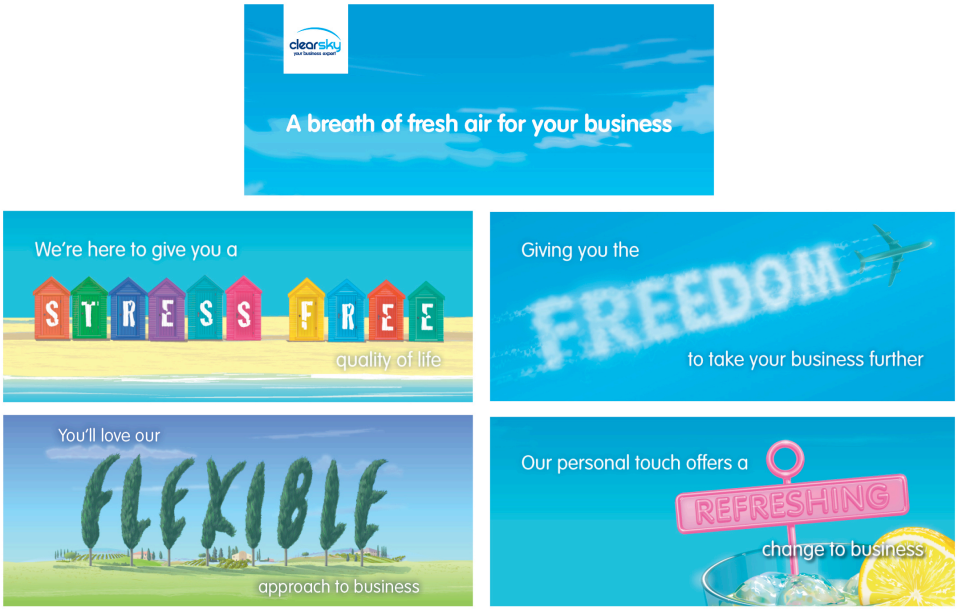
Banner adverts were created for target sector sites. We also produced a print pack for the sales team to use with clients and at industry events.



Visual executions continued.



Examples of collateral.



Positioning line and visual executions.

Timescales of the campaign

We had 6 months to deliver the campaign, ready to launch at a key time September:

1) Research, planning – March 2013
2) Brand strategy – April/May 2013
3) Website – planning, content, design and build June to August. Emarketing and print elements created by end of August.
4) Launch – Sept 2014
5) Analysis – End Nov 2013

Budget

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

Here's how the campaign exceeded targets set:

1) Sign up 2000 SME customers to their accountancy offering – we achieved a sign up of 4396 customers, smashing the target by 219%
2) Increase fee income. These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.
3) Position the brand as a leading accountancy firm – the business is the 87th largest accountancy firm in the UK (according to the Accountancy Age league tables) and a North West top 100 high growth firm (North West Insider survey 2013)

Campaign objectives beyond these corporate objectives were also;

1) Increase website traffic by 10% – Sept 2012 to November 2012 website traffic was 4502 visitors. In the same period following the rebrand, there was a **41%** increase to 6347.

2) Double conversion rates (online enquiry rates) from 860 to 1720 online enquiries – 4396 new customers were signed up, with 2016 of these enquiring online, delivering a 234% increase.

Client testimonial

Clock delivered an exceptional rebrand project for us – from the detailed research & planning phase, all the way through to final execution and roll out across all of our marketing channels. I would not hesitate to recommend Clock - they really take the time to get under the skin of a business which then is reflected in the quality of work delivered and ultimately the outstanding results".

Sarah Jones, Group Head of Marketing, Optionis Group (Parent company of ClearSky, Parasol and Silverline).

WORD COUNT: 989 Words incl titles

Supporting material supplied

2 boards showing work produced.

Submission ends.