



Brand positioning through B2B engagement on and offline...



the challenge

Yell was looking to strengthen their corporate responsibility strategy of supporting UK small businesses. The aim of the campaign was to position the Yell brand within the SME community where it could fully engage with this target audience. The challenge was to focus on engagement as a key metric and deliver a solution that would integrate brand building and lead generative opportunities, both on and offline, that would meet the campaign objectives.

"Our company worked with the team from Sift Media for six months to deliver a corporate responsibility project that aligned with our revised business objectives. The project was extremely successful..."

Julie McCallum,
Corporate Responsibility Programme Manager, Yell

the solution

Educational content was delivered to the SME community via BusinessZone.co.uk and AccountingWEB.co.uk in the form of Yell's downloadable business guides. This contextual marketing activity helped to reinforce the Yell brand and further position it as a thought leader by delivering highly relevant and engaging content through regular email bulletins resulting in a stream of qualified leads.

Building on this prolonged brand recognition programme Yell chose to directly engage with the SME audience by aligning itself with 'The Pitch' – a unique event for entrepreneurs with five regional heats around the UK and a grand final in London. Headline sponsorship of this annual event solidly positioned Yell as a committed supporter of SMEs on a national level.

the results

In addition to creating a strong brand presence, the six month integrated campaign successfully engaged the SME community and delivered leads from over 830 downloads of Yell's business guides. Sponsorship of The Pitch exposed the brand to 140,000 professionals online and hundreds of others in person. By focusing on the objectives and delivering an integrated and engaging solution, the campaign perfectly met the requirement to align the brand as a supporter of small business – as a result Yell is now headline sponsor of Sift Media's SME event for 2010 - The Business Factory!

"... much of the success was owed to the excellent relationship with the team from Sift Media, which made working on the project a thorough delight. A cheerful, market savvy and hard-working bunch!"