



Building brand awareness

“the opportunity to be seen by customers and prospects and grow awareness”

Case study 9: Background (building awareness)

Helping You Work Together



At Sage, we believe in working together. We work with more than 700,000 customers in the UK. You help us develop business management software and services that work together to help you manage your finances, your people, your customers and suppliers, and run your business. In return we help you work together in your team, in your company and with other businesses like yours.

Your people and Sage – making the connection.

Call us today on 0845 111 9988 or visit www.sageresponse.co.uk/sage1000/CW



Decision-making made easy



In business, information is a valuable resource. But the more you have, the more difficult it can be to manage it effectively. Imagine keeping all your customer information in one place. One place where it's stored, shared and updated. No more fruitless searches. No more time wasted cross-checking details. No more confusion when it comes to sharing information.

At Sage, we can help you manage your valuable information. We can help make sure it's accurate, up-to-date and easy to find. So you can spend your time making accurate decisions.

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Achieve a personal best



Work together and work smarter to exceed your customer's expectations. Our business software gives you the tools to streamline your whole business and to allow your team to perform to the best of their ability.

Join us at one of our **Fit For Business** events, where you'll be able to see our software in action and how it can achieve real-world business results for you.

Call us today on 0845 111 9988 to find out more or visit www.sagefitforbusiness.com



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Advertiser: Sage

Service Advertised: Business management software and services

Media Used: Computer Weekly magazine

Campaign details: Junior page (11 insertions)

Advertising dates: 13th November 2007 – September 16th 2008

•Campaign objectives:

- To reinforce the Sage brand
- To inform the market that Sage is not just a small business accounts software supplier

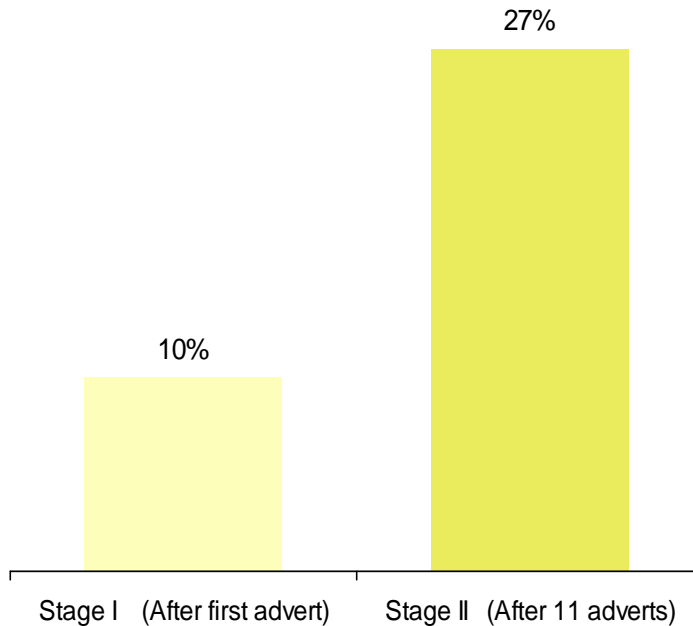
•Research Methodology:

Over 100 interviews with IT professionals:

- stage I took place after first advert (November 2007)
- stage II took place after 11 adverts (October 2008)

Case study 9: Key findings (building awareness)

**Recall of advertising for product
(definitely or possibly)
over a 10 month period**



(Base: IT professionals)

- In stage I of the research **23% of respondents spontaneously recognised the name of the advertiser (80% when prompted)** as a provider of business management software and services
- By stage II, spontaneous awareness of the advertiser as a provider of business management software and services **had grown to 29% (81% when prompted)**
- Over half of the IT professional agreed that the advertisement **made a visual impact, gave a clear message, was easy to read and was informative**
- **22% of IT professionals were motivated to find out more about the advertiser**