

Vin Extraordinaire

13.5%vol.

 **ERNST & YOUNG**

750ml

Ernst & Young make it a vintage year!

One of the world's largest Profession Services firms employed Zulu to create a Direct Marketing campaign. In response, we turned to drink.

The Overview

Transaction Advisory Services are a specialist team that provide top-level advisory advice during specific transactions. Each transaction can require specialist advice and a bespoke team being formed to ensure that the client receives the very best advice at all times.

The selection of one team over another can be a very personal decision. The nature of the service means that the TAS team must have a very close working relationship with the client.

In this particular business arena it is essential to create the right bonds with the right people. Getting in front of the top decision makers can be a difficult task – that is where Zulu came in.

The Brief

Transaction Advisory Services (TAS) are offered by all the 'big 4' accountancy practices and competition can be stiff. TAS includes commercial, financial, real estate, tax, due diligence, mergers & acquisitions, valuation & business modelling, corporate restructuring and integration services. This complex element of the Ernst & Young offering accounts for approximately 12% of the company's business.
continued...



“Zulu understood our business and came up with a great way of promoting our services. This is one of the most successful campaigns we have done.”

Helena Morris
Marketing Manager,
Transaction Advisory Services, E&Y

The Brief continued...

However, Ernst & Young were struggling to get their Transaction Services message out in the market. They needed a Direct Mail campaign that would introduce the key partners and explain the team offering. Zulu wanted to produce a strategy that could be both targeted and carefully controlled. The campaign needed to be 'turned off' at a moments notice as the E&Y team needed to manage availability and capacity.

The Solution & Our Approach

Zulu has a hard-won reputation for delivering high specification, high technology campaigns. However, on this occasion we found ourselves working with a client that needed a communications solution that would be as personal and professional as the relationships Ernst & Young values so highly.

Working with the team, it quickly became apparent to us that we needed to create a Direct Marketing campaign that didn't feel like a Direct Marketing campaign. The TAS team are some of the world's top financial professionals and needed a solution that would allow them to talk to Senior Partners and Directors of major institutions without the need to 'cold call' or send a message that would end up in the office bin.

We needed our 'Starting Point'. From there we could create a tool for our client that would steer them to the decision makers. This is our constant...

'A Starting Point, a Guide and a Destination'.

We decided to talk through our thinking with the client over a rather fine bottle Australian Pinot Noir...

The Result

We realised that fine wines require many of the same skills to produce that are appreciated by both the Ernst & Young advisors and the people they deal with at a very personal level. Cultivation, experience, commitment to quality and a long term view to gain the ultimate reward.

Zulu created a campaign based around sending a bottle of fine wine by way of introduction. It was simple. It was fun. It was not intrusive or random. And it was very personal. And nobody throws it in the bin!

Zulu created a campaign that not only opened the door to new clients but also created a soft bridge to making a call to ask how someone enjoyed the mailing – it was less intrusive and very personal.

The 'Vintage Campaign' was very successful. The Transaction Advisory Services team were able to drip feed the market with highly targeted bottles of wine and supporting marketing material that gave them the opportunity to follow up with a 'soft call' and set up a meeting.

The team were quickly overwhelmed with the response and have never looked back; they are still using the campaign, almost 18 months after they launched it!



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