

Client: **Epicor**

Project: **Concrete Boots Campaign**

Platforms

Conceptual Property

Services

Differentiation

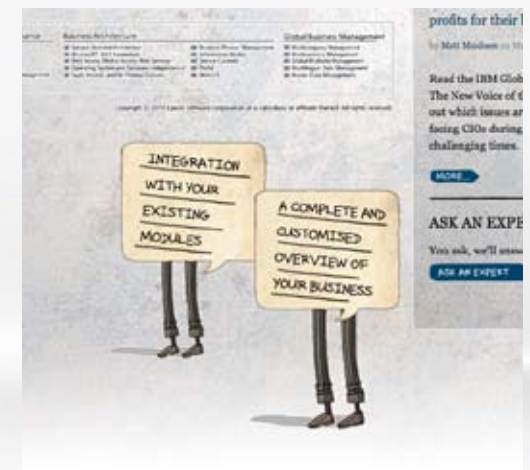
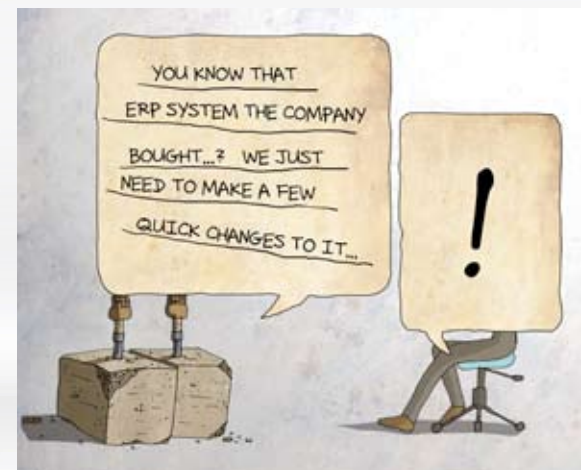
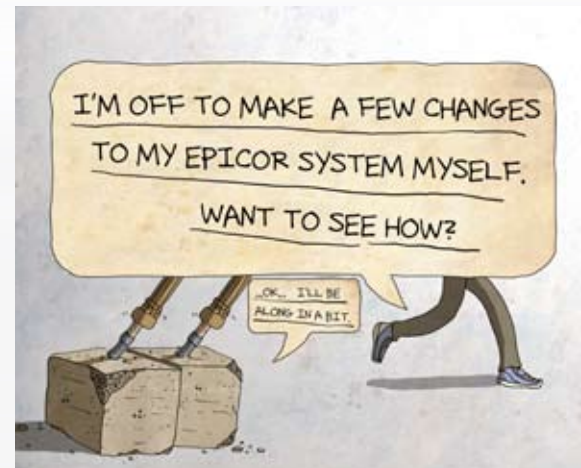
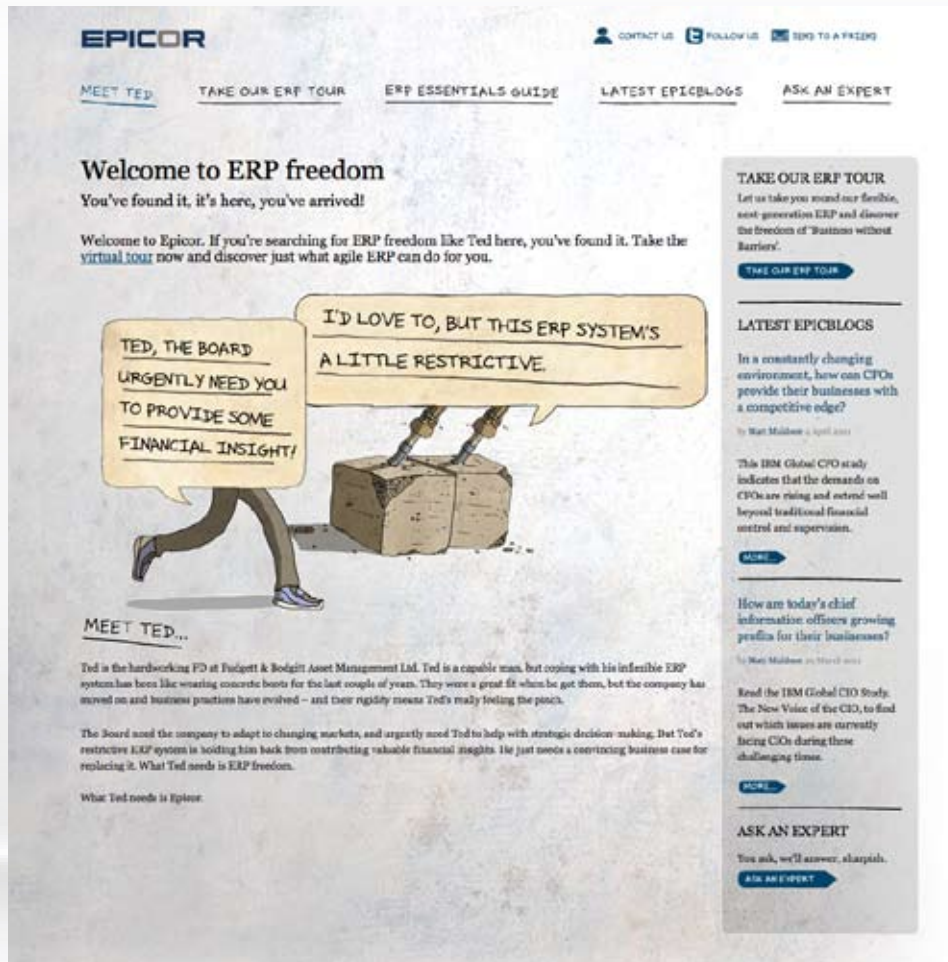
Presence

Engagement

Conversion

Adoption

**With a little help from Ted, Base One help Epicor become thought leaders in the changing role of the FD**



Project summary:

- Epicor wanted to reconnect with CFOs and FDs and increase brand awareness
- Base One created a character named "Ted" to communicate their changing role
- The campaign consisted of emails and a microsite containing whitepapers, video blogs and product information



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### Challenge

Epicor Software is the sixth largest Enterprise Resource Planning (ERP) provider in the world. But despite their global position, they were still relatively unknown in the UK. Most of their efforts had been focused on manufacturing, distribution and hospitality sectors where they had successfully engaged with the IT/CTO contacts. Beyond the technical audience, however, the picture has been a very different one.

Spurred on by the new upgrades to the financial module, Epicor realised that the awareness amongst the finance audience, for example, was extremely low - almost non-existent in most cases - and since this was now a key target for their ERP offering, it was going to be a big challenge to get noticed.

So Epicor turned to Base One to help them reconnect with the CFOs/FDs, and asked for a campaign that raised awareness and re-opened dialogue with this audience, within large organisations with complex and distributed business structures.

They wanted the campaign to help them position Epicor as a viable alternative to the largest competitors. The campaign also needed to ensure that it continued the engagement with the technical audience, calling on them to be the hero that could free the FD from an inflexible ERP system

### Approach

The Epicor system allows a CFO, for example, to gain a complete view and a deeper understanding of all areas of their business. This empowers them with the insight they need to make key enterprise-wide decisions.

With this in mind, and recognising that the FD/CFO faced increasing pressure to supply insights upon which the Board can base vital strategic decisions, Base One created the "Concrete Boots" campaign and the fictional character of Ted.

The "Concrete Boots" represented the inflexibility that competitors' systems placed on FDs. "Ted" was our hapless character representing the daily struggle that FDs all over the world go through when trying to keep up with fast-tracked changes demanded by the Board, ever shifting compliance rules and regulations, all set against a constantly and rapidly changing economic climate.

The campaign called for all FDs to dare to believe they no longer need to struggle so much, as such to ask their IT departments for a truly flexible and adaptable system, all benefits which Epicor can offer.

We also ensured the campaign engaged with the all important IT contact, who was portrayed as the 'hero' of our struggling FD, the one who could finally free-up our "Ted" from such inflexible systems, the one who could finally give them the tools to be the strategic, insightful and forward-thinking person the organisation demands them to be.

The campaign, which was launched at the end of November 2010, consisted of a series of promotional emails pointing to a campaign microsite where both IT and Finance contacts could find how they could achieve ERP flexibility and freedom. The site offers whitepapers, video blogs, product information and the opportunity to get in touch with Epicor's very own ERP experts.

### Outcome

Although it's too early to gauge the results of the campaign, from a creative perspective the campaign was a huge success. Epicor had never done something so bold and unique, so this was extremely well received and the intention is to roll it out to the regional markets.

In the very near future, we will start to re-engage with this audience with topic-based emails, still as part of the Concrete Boots campaign, and Epicor also plan to hold a webinar in conjunction with Incisivemedia on the topic of "The Changing Role of the FD."