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IT & Communications

AIT has wide and successful experience working with manufacturers, distributors and VARs on brand development and sales strategy, product launch, regional marketing and events.



Hayes

Hayes invented the modem and established the industry standard for modem technology.

Project Scope

Launched Hayes in the UK and Europe, establishing first and second generation promotional style, working to establish European offices and stimulate channel sales, media planning and producing all sales literature.

Objectives

To create and implement a balanced push-pull marketing strategy based on Hayes' credentials as the inventor of the modem. To educate the market to the use and benefits of new technology and rapid advances in communication products and services.



VMWare

The global leader in virtualization solutions from the desktop to the data centre. VMware is one of the fastest growing public software companies with more than 130,000 customers and more than 22,000 partners.

Project Scope

To promote and facilitate annual European partner event attended by more than 600 delegates.

Objectives

To create and manage easily navigable event portal for registration, document management, keynote information and debrief. Pan-European, multilingual e-mail promotion of benefits of attendance to key partners.



Carrilion

Leading supplier of bespoke video conferencing and boardroom solutions, and audio visual equipment

Project Scope

Brand development that included the creation of an animated web site reflecting Carillion's industry sector as well as on-line testimonials to educate and aid sales. Other elements included exhibition support and e-mail marketing with intelligence.

Objectives

To update the Carillion brand to appeal to the company's blue-chip customer base. To develop the company's collateral to facilitate sales by educating the market about new technology and new developments in corporate communications.

