

PUNCH!



WHEN OKI FOUND UTOPIA

Once upon a time there was a global business-to-business brand pioneer called OKI. It's award winning digital LED printer technology was beloved by organisations from every corner of the economy, including retail, education and healthcare. Why? Because OKI printers were renowned for innovation, reliability and versatility.

Now when it comes to the C800 range, the clever people at OKI knew they had something wondrous and disruptive on their hands. But how could they deliver it to the right audience?



OKI saw a battle looming. A battle of hearts and minds. And only the bravest ABM warriors would be enlisted. Luckily though, there was no need for war. They just needed Punch! to show them the way to ABM Utopia.

Thanks to their unique channelling of sales and marketing love, they put together a disruptive ABM programme to help OKI printers find more homes than ever before.

Turns out the great thing about C800 printers is how they allow retailers to print signage in-store without waiting for the head office to send everything over.

But Punch! learned from store managers that they were finding it really difficult to keep everything on-brand whilst rolling out promotions with speed and flexibility.

So a multichannel digital approach incorporating paid media was used to target 28 key accounts, alongside direct mail to raise brand awareness.

Remote control cars with printable race tracks were sent to selected contacts with accompanying postcards that directed recipients to a bespoke landing page. A video demonstrated how to print everything using the OKI C800.

Brave sales development recruits followed up after with personalised outreach that specifically addressed audience challenges and drove appointments for the OKI sales team.



IT WAS THEN THAT OKI FOUND ABM UTOPIA, AND HERE'S WHAT HAPPENED.

10x MORE

PIPELINE LEADS GENERATED

43% email open rates. 25% contact engagement. 10x more pipeline leads generated over the traditional approach to demand generation. All within just 6 months.

Now that's a happily ever after, if ever there was one.

Make your marketing out of this world with Punch!

Get in touch

PUNCH!