

KELSO CONSULTING^{PM}

GlobalExpense^o



AWARD: Best limited budget campaign, 2008

With the UK economy expected to undergo a severe recession in 2009, businesses are looking to achieve maximum marketing impact from very limited resources.

PR firm Kelso Consulting has award-winning experience in achieving the biggest 'bang for the buck' for professional and business service clients. Its Employee Expenses Benchmarking Report for GlobalExpense has been recognised as the best limited budget campaign of the year at the B2B Marketing Awards 2008.

The campaign turned a by-product of GlobalExpense's service (the data it holds on expenses claims) into a major intellectual and sales asset – an annual benchmarking report with a wealth of data on claims and national trends.

The campaign successfully positioned GlobalExpense as the leader in its market – generating large amounts of press coverage and over 50 leads, together with creating a major piece of intellectual capital that has also enabled the introduction of value-added services.

ABOUT GLOBALEXPENSE

Kelso Consulting has worked with GlobalExpense for over eight years, since it was a three-person start-up. It has now become the UK's leading provider of employee expense management services, with over 80 people responsible for processing and paying the expenses for over 2.5% of the UK workforce.

CAMPAIGN RESULTS

Initial PR activity generated 36 items of coverage (creating around 22 million opportunities to see/hear, with online traffic on top of this).

This coverage included many prominent items, including: two large pieces in the *Daily Telegraph* (one on the front page); the *Guardian*; *BBC Radio 4* (twice); *Virgin Radio*; *Evening Standard*; *City AM*; *London Lite*; *Finance Week*; *Accountancy Age*; *Director* magazine; *CFO Europe*; as well as coverage in various business travel and environmental titles.

Requests for copies were received from over 50 suitable prospects after initial media coverage (and prior to the supporting direct mail campaign).

COVERAGE HIGHLIGHTS INCLUDE:



David Vine, CEO, GlobalExpense: "Being perceived as the market leader is hugely important. In our market if you are the recognised leader, you automatically get invited to tender!"

"Kelso Consulting has always been firm that to be perceived as the market leader we need to act like the leader. Publishing a ground-breaking analysis using the data we already held within our system has enabled GlobalExpense to cost-effectively establish a thought leadership position, which is hugely important to our brand.

"The report makes a huge impression with clients and prospects when we give it to them – accountants love this sort of data. As a bonus, it has generated numerous leads and also allowed us to start to develop value-added benchmarking services enabling us to gain more income from existing clients."

21 Bloomsbury Way, London WC1A 2TH ■ 020 7242 2272 ■ www.kelsopr.com ■ pr@kelsopr.com

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