



## Belding Associates Helps Launch Cisco TelePresence in Multinational Food Retailer

When Delhaize Group, a Belgian food retailer present in six countries on three continents, decided to implement Cisco TelePresence, it recognized it needed to educate users to maximize the potential of this revolutionary new technology. To help Delhaize ensure a successful enterprise-wide rollout, Cisco offered its Accelerated Success Program (ASP), a customized communications program designed to maximize end-user awareness, education, and adoption of Cisco collaboration-based technologies. And Cisco turned to Belding Associates to create and execute the ASP promotional campaign.

### Launching and managing an integrated, branded campaign

Belding Associates worked with Cisco and Delhaize to create a comprehensive ASP marketing campaign featuring elements tailored to Delhaize's objectives and needs. The deliverables were created within Delhaize's branding guidelines to ensure cohesion with Delhaize's existing materials.

Once finalized, the ASP team launched the campaign in a Delhaize open house in which participants completed a survey to measure and capture important user metrics, and were then entered in a drawing to win one of a few Flip video cameras Cisco provided. Additionally, Belding Associates created several other promotional pieces to promote the Cisco TelePresence launch.

- **Boarding Pass Invitation to The Open House** - Emphasizing the benefits of travel reduction TelePresence would provide
- **Program Quick-Reference Guide** - Left in TelePresence room with high-level instructions of how to use the system
- **Tease Poster** - Posted outside the TelePresence room as it was being constructed to generate curiosity and increase excitement
- **Awareness Poster** - Introduced prior to the launch of TelePresence
- **Email Banner Template** - Branded communications template used for all TelePresence-related email communications

### BA Delivers TelePresence Launch Campaign

- Open house survey content
- Flip video camera for raffle
- Boarding pass invitation to open house (hard copy)
- Online version of boarding pass invitation
- Quick-reference guide
- Awareness poster
- Email template
- Branded pens given to open house attendees





## Results

Cisco and Delhaize personnel were highly pleased with the ASP program, crediting it as a primary element in the successful launch and high user adoption rate of the retailer's TelePresence solution.

Cisco account managers reported the ASP was vital to the solution and that it helped Delhaize ramp up its current TelePresence utilization. And a Delhaize representative praised the ASP team's creativity, adding that the group was responsive to input, always available, and easy to work with in producing the marketing deliverables Delhaize needed in a short time frame.

### Learn More

Discover how Belding Associates can define or contribute to your next successful marketing campaign. Visit [www.belding.com](http://www.belding.com).

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