



## Corporate Case Studies

## COMPANY PROFILE

Established in 1996 as a small web development company, **Vivid Group** is now one of the nation's leading Communications and Technology Services providers – recognised as one of the BRW's fastest 100 growth companies in Australia.

Operating under Managing Director Damien Cook, Vivid have become industry leaders in Branding, Digital Media and Application Development; delivering more than 2000 projects for over 500 clients throughout Australia and internationally. Originally founded in Perth, the company also has offices in Melbourne, Sydney and Brisbane.

In 2008, Vivid was acquired by **Mitchell Communication Group** and 2010 saw a subsequent acquisition by media and communication conglomerate; **Aegis Group**.

## PROJECT OBJECTIVES

Vivid Group identified several target markets that they wished to communicate with directly. Having previously satisfied Vivid's in-house data cleansing requirements, Sales Pipeline were engaged to source full contact details from a list of prospective top-tier companies and government departments throughout Australia. The custom-built database was requisite for several business development campaigns to be executed by Vivid Group.

## PROCESS

- **Script Development**  
Sales Pipeline developed a brief and subtle script designed to guide operators' approach to each cold call – to ensure the Vivid brand was not compromised through cold call activity.
- **Database Development**  
Sales Pipeline sourced contact details via desktop research for all specified organisations, including: phone numbers and postal address, before making outbound calls.
- **Outbound Calls**  
Operators contacted all listed organisations to introduce Vivid Group and capture the contact details of the specified members of staff, including: direct line, email address and position title. This information was databased with other relevant company information, such as company size, annual revenue and current providers.

## RESULTS

Sales Pipeline successfully obtained full, current contact details for 85% of the organisations required by Vivid Group. The collated databases provide Vivid with a valuable source of 'new names' to direct their future business development campaigns. Data acquisition was completed in a swift time-frame and with short notice; making Sales Pipeline a highly efficient, cost-effective and reliable resource for Vivid Group's outsourced marketing requirements.

## TESTIMONIAL

*"We have had the pleasure of working with Sales Pipeline on a range of different projects; from data update and cleansing assignments, to the development of a complete business development platform for a direct sales campaign that we implemented on behalf of one of our most valued clients. The team at Sales Pipeline places a great emphasis on developing and consistently re-evaluating viable marketing strategies for each individual project that they have assisted us with. I appreciate the highly transparent manner in which Sales Pipeline chooses to communicate both the success and challenges of each campaign they execute."*

**Damien Cook - Vivid Group & Digital Niche, Managing Director**