



Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 100,000 customers through its portfolio of six key brands. DS maintains a strong global brand structure but most of its marketing activities are planned and managed by regional sales and marketing organizations. pushtwentytwo provides planning, creative and media support to the Americas marketing group to achieve its demand and lead generation goals. We also ensure all messaging and branding respects the company's corporate branding guidelines.

In addition to developing and maintaining the primary marketing portal for the Americas, we work with the region's product marketing managers to execute highly targeted, integrated lead gen campaigns. E-mail marketing, direct mail, print and banner advertising and event marketing are all used to drive traffic to the portal, where users can register to access white papers, case studies, e-seminars, solution configuration tools and a variety of exclusive sales promotions.

For DS, lead generation is the primary measure of success and the results have been impressive: in the first ten months of the program alone, Dassault Systèmes' database of qualified prospects grew ten-fold to more than 46,000.

SCOPE OF SERVICES //

- Strategic Planning
- Advertising
- Direct Marketing
- Sales Collateral
- Trade Shows
- Corporate Events
- Web Development
- Web-based Marketing
- Media Planning & Buying
- E-Newsletters
- Customer Events
- Customer Training