



MulberryMC *Making business to business personal*

MANHATTAN ASSOCIATES

Supply Chain Innovation for Manhattan Associates



Challenge

Today, for a businesses to stand out in a crowded communications landscape and generate business leads, they need to ensure that their message delivery format is memorable and personalized.

Mulberry recently developed an animation for technology leader Manhattan Associates that sought to educate large retailers about their e-commerce solution.

Strategy

Mulberry produced a 2D animation and a dedicated landing page that asked interested parties to insert basic details to receive a personalized video (which featured their name and company). The personalized video showed an online order being directed through a retail supply chain (assisted by Manhattan Associates technology) adapted to the preferences of the person making the order.

This lead generation tactic was displayed at exhibitions on iPads and distributed via a dedicated eDM to industry media outlets database to grow the company's database and create leads for business opportunities.

Results

The personalized video that was produced for Manhattan Associates was used across a range of company marketing activities. It helped create over two hundred new contacts for the company's direct marketing database and directly generated a number of new business inquiries related to Manhattan's retail supply chain solutions.