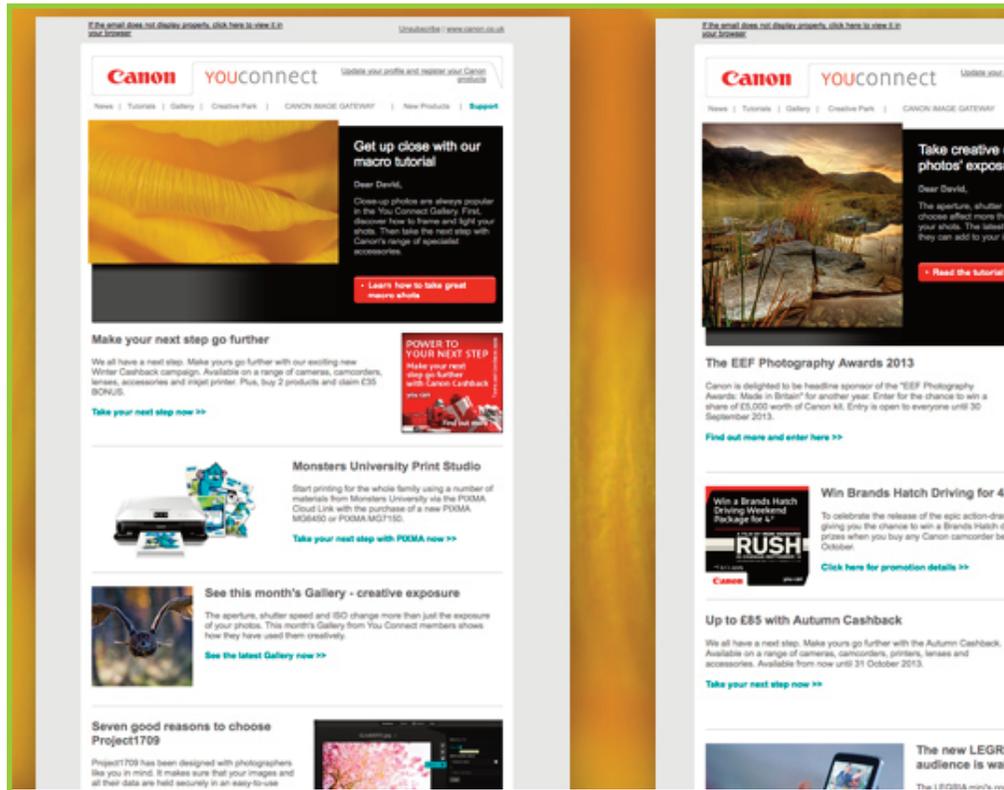


B2C Customer communication programme

Helping customers click with Canon



AHK has worked with Canon for over 15 years, consistently delivering high levels of creativity and effectiveness to both the B2C and B2B sectors of the business.

The Situation

Canon needed to get closer to its consumers as research showed that products were bought but not understood, leading to disengagement. This direct relationship had to be developed without alienating retailers.

Solution

You Connect is a monthly ezine programme using email, web and social media to bring ideas, news, articles and great photos to Canon consumers.

It increases loyalty by stimulating engagement and encouraging further product purchases.

The lifeblood of You Connect is fresh content, matched to customers' stated photographic abilities and interests. For instance, there are three levels of guides covering subjects from simple hints on composition to detailed tutorials involving manual settings and custom functions. Blogs from professionals encourage members to try new techniques and subjects with their Canon camera.

AHK has also developed a series of apps using Agile Methodology to help consumers engage with the brand. Most popular is The Gallery, a celebration of members' own shots that culminates each year in a hugely popular competition for the best photo. Each issue, an image entered for The Gallery is chosen and the photographer describes the story behind it, revealing their own tips.

The agency also consults on strategic direction, contact strategy, measurement, broadcast and production processes.

Result

The You Connect ezine programme regularly achieves significantly higher opens and click throughs than those of its competitors. The exceptionally high numbers of hits and images entered are also a testament to the success for consumers.

- Client:** Canon Europe
- Skills:** Analytics, broadcast, email, measurement, pan-european, segmentation, social media, strategy, web content, tutorials, galleries.
- Website:** You Connect

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.