

RICHARDS GROUP / PROFESSIONAL SERVICES

INDEPENDENT ADVERTISING AGENCY SEEKS SOLUTIONS TO SUPPORT MARKETING



With Richards Group, the overall objective was a highly self-sufficient reporting and analysis environment that allowed each boarded client to make rapid and informed decisions regarding the performance of on-line marketing activity in order to improve their cost-effectiveness in driving optimized business results.

Using SAP BusinessObjects tools we created a data mart that pulls data from ~10 different sources to deliver Business Intelligence optimized for Online Marketing.

THE RICHARDS GROUP

The Richards Group is one of the largest independent advertising agencies in the U.S., specializing in creating loyalty for its customers' brands through marketing, public relations, and sales promotions. Services include creating company or product names and inventing corporate identities, as well as graphic design, packaging, analytics, digital marketing, and marketing for certain niches, including sports, entertainment, and minorities. Founded by Stan Richards in 1965, the group builds brand awareness through everything from print ads to employee uniform design. It has molded the public's perception of such brands as Amstel Light, Fruit of the Loom, GameStop, Motel 6, The Home Depot, and Red Lobster.

SOLUTION:

The Richards Group solution is designed to meet their Data Quality, Data Movement and Business Intelligence needs based on the marketing analytics services that they provide to their customers. A key benefit for Yachts of Seabourn (and other Richards Group clients) will be the ability to better understand how to increase effectiveness of marketing efforts in order to increase the ROI of their marketing efforts. For The Richards Group a key benefit will not only be the additional revenue stream related to providing these services to clients but also helping to maintain customer's long-term loyalty.

EXECUTIVE SUMMARY:

The Richards Group sought a solution to service the Data Quality, Data Movement and Business Intelligence needs of the marketing analytics service for them to define, build and provide to their customers. A key benefit for Richards Group clients is the ability to better understand how to make marketing efforts more effective from both revenue and cost perspective. For The Richards Group a key benefit will not only be the additional revenue stream related to providing these services to clients but also helping to maintain customer's long-term loyalty.

The data mart is focused on the needs of a specific client but also extensible for other clients in order to provide a holistic view of their marketing performance across channels. The scope of this Phase 1 extensible Data Mart included; Historical loads, Future Past Guests, Past Guests changes, Booking Requests, Brochure Requests, Seemail, BRC Cards, Direct Bookings, Goldmine Files (CRM), Magazine Leads, myseabourn.com data.

The solution is designed for improved data maintenance and delivery of data to the SAP Business Objects packaged reporting and dashboard front end tools, leveraging the new dimensionally oriented data model. This new data model is business centric allowing for future extension into other functional subject areas over time, be they additional clients or new sets of data covering new functional areas from existing clients.

