



Police EXPO campaign



## PITO and Partners steal the show

PITO, the Police Information Technology Organisation, engaged the services of Anderson Baillie Projects to help promote the benefits to the Police Service and wider criminal justice system, of the National Strategy for Police Information Systems (NSPIS®).

Billed as the main attraction at the exhibition, the stand played host to PITO and its technology partners and incorporated a 'Technology Trail' area, seminar/presentation theatre and Sun Microsystems sponsored Java Café. The 'Technology Trail' showcased how systems can be linked across many police and criminal justice application and operating areas, to demonstrate how the sharing of information can benefit police on the front line. In addition to the 'Technology Trail', Anderson Baillie Projects also organised the Police National Computer 25 year celebration.

The campaign performance objectives were to gain prominence and awareness for NSPIS® and to prove that the technology was available for adaption.

The most senior ranking officers from the regions Police Forces were targeted along with their respective budget holders from the Police Authorities.

Without exaggeration representative teams from every Police Force as well as senior Home Office dignitaries visited the PITO and Partner presentations and were guided through the technology trail.

### Anderson Baillie Projects

The campaign culminated in three days of heightened awareness for NSPIS®.

For a full overview of our Projects services visit  
[www.andersonbaillie.com/projects](http://www.andersonbaillie.com/projects)

Working in partnership with current NSPIS® accredited suppliers such as Securicor Information Systems, Sun Microsystems, Unisys, Siemens and Cable and Wireless, Anderson Baillie planned an integrated market communications campaign that centered around PITO and Partners' attendance at the ACPO (Association of Chief Police Officers) Conference and Police Expo 1999 exhibition, held at GMEX, Manchester. A pre-show awareness campaign including PR, direct marketing and advertising, was aimed at the most senior ranking Police Officers and senior executives from the wider criminal justice system.

"Anderson Baillie deliver another successful campaign off the back of the previous year's ground breaking work. Once again all of our campaign performance metrics were exceeded".

*Karen Whitham,  
PITO Marketing*

## PITO Exhibition



## Show Collateral



Hays Redfern Ltd



QAS



securicor  
information systems



Software for an eRevolution

**ANDERSONBAILLIE**  
M A R K E T I N G

Walton Lodge, Hill Cliffe Road, Walton, Warrington, Cheshire, WA4 6NU, UK  
Tel: +44 (0)1925 217250 Fax: +44 (0)1925 217251 Email: enquiries@andersonbaillie.com

Also at: 19 Northfield End, Henley-on-Thames, Oxfordshire, RG9 2JQ, UK  
Tel: +44 (0)1491 636387 Fax: +44 (0)1491 636226 Email: enquiries@andersonbaillie.com