

## **IT Firm dismisses critics of ad drive**

A Falkirk based IT consultancy has responded to objections about its controversial new marketing campaign.

Campbell Lee, Scotland's longest-established IT consultancy, is currently running a series of ads featuring an old woman in a coffin.

The 'old lady' advertising campaign has raised eyebrows in the industry, and is regarded as bad taste in a number of quarters.

Managing director Jim Lee is unapologetic. He said: "The deliberate hard-hitting, confrontational shock tactics are in contrast to our very conservative approach to the serious aspects of business process. We're just trying to get over an important point."

There are two phases to the campaign, designed to make business executives consider whether their IT investment is strategic in the long term. The first ad asks "Are you dressing up the old lady?" and the second, which is receiving all the attention, asks "What are you going to do when she finally dies?"

Lee said: "Since Y2K, return on investment and risk assessment have become the cornerstone of IT decision making and companies have cautiously undertaken piecemeal upgrades. We're pointing out that, while this is understandable, it may be false economy and could have a profound effect on a business."



“The point underpinning our advertising is a serious one: your computer system, and its core applications, may be failing to give you maximum business and competitive advantage.

“It may have a new shiny face and it may appear to be fit and fast but it is the heart that is at risk,” said Lee.

Business Headline

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