

Berco Express has awarded the prestigious BeDirect account to Amperzand Advertising Agency

BeDirect is an innovative, interactive, online courier service that is aimed at the man in the street and SME's. Berco Express, one of SA's leading courier companies, has made a substantial investment in BeDirect, their new web-based courier solution. Development on this cutting-edge technology started in 2001 and the software is a South African solution – and a global first.

The BeDirect message is clear - highlight and ultimately sell the benefits of an online courier versus conventional courier services. These benefits include cost savings (cheaper rates), convenience (from home, door-to-door, 24/7, packaging provided) and control (parcel tracking from collection to delivery - online).

Online advertising, and info pages on selected sites, will be used to attract an online audience. Other elements of advertising that will be used initially will include a targeted business-to-business e-mailer, which will run in conjunction with a hard copy mailer.

A limited number of broad reach elements will be used, which will include street pole advertising, leaflet distribution and radio advertising. The creative message, timing and location of the communication will assist in reaching the correct target markets.

For more, visit: <https://www.bizcommunity.com>