



## A WORD-right Case Study



# Cyclops' has its Eye on a Successful Launch

### ANPR traces missing cars

Cyclops ANPR Systems Ltd is based in Kent. The company, staffed by Registered Bailiffs, launched a sophisticated ANPR (automatic number plate recognition system) service early in 2008 to trace missing cars for finance and leasing companies. Often these cars are hidden by the registered keeper who has failed to keep up the HP or lease payments.

### WORD-right found on the Internet

Joy McCarthy was contacted by Cyclops after they found WORD-right through an Internet search. To promote its new service, Cyclops wanted to run an extensive direct mail campaign to generate awareness with UK-based finance and leasing companies. The Cyclops team recognised they did not have the necessary skills, or the time, to write a compelling letter.

### Added value marketing advice

When the Cyclops MD initially contacted WORD-right, he got more than he'd bargained for! After an information-gathering telephone conversation, Joy McCarthy was able to help Cyclops prepare a more extensive marketing plan involving a new

website, Internet marketing, and PR to support the direct mail campaign.

### The marketing mix

WORD-right introduced Cyclops to web developer, Karen Chapple at IRUN-Newbury. With Karen's help and WORD-right's copywriting, the website was live in a matter of weeks. After this, the direct mail letter was written, all in plenty of time for Cyclops ANPR's February launch deadline. A PR campaign, spearheaded by WORD-right, will follow to maximise the impact of the Cyclops launch.

### Developing the concept

Now Cyclops has further developed its market, and will soon be adding recovery of stolen private vehicles to its portfolio of services. Work has commenced on a 2nd dedicated website and, the WORD-right team will be working again on behalf of Cyclops ANPR Systems Ltd.

*"I first contacted WORD-right when I wanted to launch our new ANPR service. We knew what we wanted to achieve, but weren't sure how to go about it. In no time at all, our copy was written and we received a lot of practical marketing advice too. We're looking forward to moving onto the next stage with WORD-right's help."*

*John Carle, Managing Director,  
Cyclops ANPR Systems Ltd.*

[www.cyclopsanprsystems.co.uk](http://www.cyclopsanprsystems.co.uk)

WORD-right  
30 Lords Piece Road  
Chipping Norton  
Oxfordshire, OX7 5HT

Tel : 01608 642 845  
Fax : 0870 486 6650  
Email : [enquiries@word-right.co.uk](mailto:enquiries@word-right.co.uk)  
Web : [www.word-right.co.uk](http://www.word-right.co.uk)

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Registered in England : 5934818  
VAT Registration : 890 2550 22