

This is an interesting story of the success of highly strategic, cost efficient marketing.

Cirrus was an unknown, ten man technology team based in Sydney aiming to tender for the \$1million+ contract to re-engineer the sonar and radar systems of the Australian Navy's Collins Class Submarine fleet. The failure of this fleet was a highly controversial embarrassment to the Australian Government so it was going to be a sensitive and scrutinised decision.

Competition for the contract was strong, with long-established USA consulting firms, ten times the size of Cirrus, operating in the Asia Pacific market.

The small team had very little budget. Our solution was to place media in the military/naval specialist magazines. These publications, with tiny circulation but a highly specific, target-enriched readership, are filled with half page advertisements. We saw the opportunity to cheaply dominate these magazines over the two months prior to the tender by buying double page spreads. An advertisement that gave the impression of Cirrus's professionalism was created bearing an 'end to end' service message.

The impact and relevance of the campaign put Cirrus on the radar, and they subsequently won the contract.



sonar processing

tactical data management

recording

For projects that run to plan,
start with a company that's focused,
beginning to end.

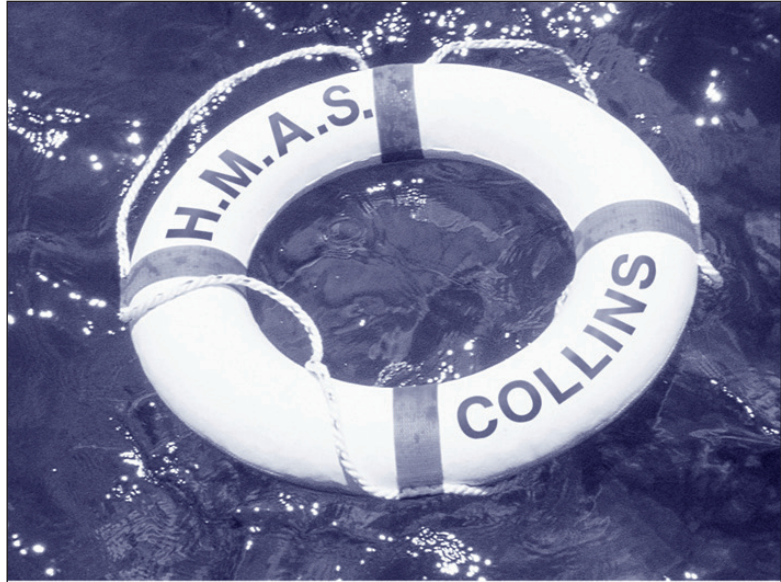
At Cirrus, innovation meets quality. Our leading edge sonar, communications and tactical data systems are achieving unparalleled results for the Royal Australian Navy. But as an ISO9001 accredited company, we do more than just provide innovative products – we perfect them.

Because at Cirrus, we listen to your needs, and combine them with our proven operational and technical knowledge to provide your design, production or support solution.

Cirrus, providing real time systems for a real time world.



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Who's helping to save
the Collins Class submarines?

Cirrus has supplied its proven products, as well as its 'real-time' expertise, into the Australian Department of Defence's current Collins Class Submarine Combat System Augmentation program. HMAS DECHANEUX and SHEEAN have already been successfully upgraded to an increased operational capability.

At Cirrus, innovation meets quality. So if you need software that keeps up with the real world, we can provide the solution. If it really matters, talk to Cirrus (the Navy does).

For more information on how we helped rescue the Collins Class Submarine, and further examples of our technical expertise, visit our website at www.cirrusrtps.com.au

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Follow-up advertisement