

B2B Marketing **Awards 2012**

Category number: 8

Category name: Best use of content marketing

Programme/initiative name: 'Banking 20|20'

Agency: The Channel Partnership

Brand or client: Cable&Wireless Worldwide

Campaign URL: www.cw.com/banking

The Channel Partnership

B2B Marketing AWARDS 2012 FINALIST

Cable&Wireless Worldwide

BANKING 20|20

REALISING A STRONGER FUTURE FOR FINANCIAL SERVICES

Summary

The Channel Partnership developed and executed a content driven campaign, Banking 20|20, to strengthen Cable&Wireless Worldwide's positioning within the UK banking sector and deliver new engagement opportunities to their sales teams. The campaign has already generated new pipeline opportunities worth several million pounds and contributed to the re-signing of several multi-million pound contracts.

The Banking 20|20 campaign was based around the critical issues facing the banking and financial services sector, highlighting key challenges to be overcome, and how operations need to evolve to achieve success in a changing landscape.

Firstly we worked with stakeholders to develop a "Point of View" strategy based around banking industry insights. From this, we worked with YouGov to commission research on the Customer Journey; the when, where and what of the decision to buy a financial product or do business with a particular institution, and related issues of trust, loyalty and satisfaction.

From this research we developed:

- A clear-sighted vision of what future banking operations will look like
- A series of publications and research reports focused on factors driving industry change
- A set of propositions enabling our banking and financial services clients to realise a stronger future

The campaign was praised throughout the organisation and exceeded expectations across all key metrics, including customer advocacy ratings, website visitors, new sales engagements and pipeline value.

Word count: 217

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What the banks should be prioritising

TRANSFORMATION PROGRAMMES	ONLINE CAPABILITY	BUILD TRUST & LOYALTY	MULTI-CHANNEL INTEGRATION
Continue with programmes to upgrade/refresh technology platforms… …whilst designing in flexibility for the future Look for sources of innovation outside the financial services sector	Optimise basic functionality, usability testing, online customer service → once basics are in place move on to richer tools and functionality Cross-selling opportunities – learn from internet companies such as Amazon	Focus on customer advocacy to encourage cross-selling & customer endorsement Keep things simple, be transparent, act benevolently, build trust	Integrate existing & new channels to work well alongside each other (e.g. branch, online, mobile, call centre, ATM etc)... …combined with master data management →"single view of the customer"

About The Client

With revenues in excess of £2billion, Cable&Wireless Worldwide is one of the UK's leading telecoms companies, delivering mission-critical IT and communications services to enterprise and public sector clients globally. Over 6,000 organisations rely on their high-quality managed voice, data, hosting and applications services to run their business.

Strategy, shaping the bank of 2020

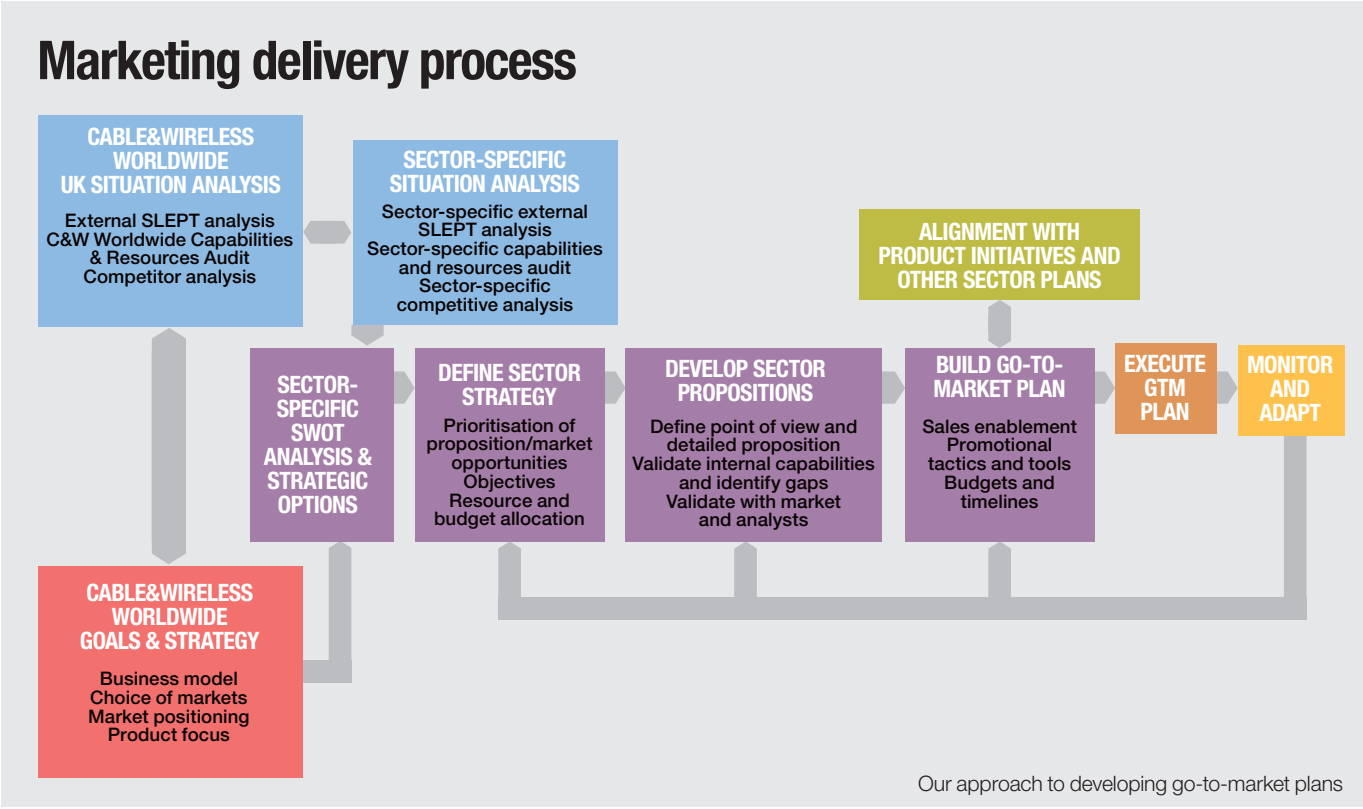
Cable&Wireless Worldwide has long-term relationships with many of the world's leading banks, enabling them to draw upon first-hand knowledge and insights of the banking sector. The banking industry is in transition with structural change driven by regulators and churn forcing at least 9 million customers to have a new banking relationship.

To take advantage of the changing landscape, Cable&Wireless Worldwide needed to articulate the value that they can offer banks through their understanding of the industry and unique combination of service offerings.

In targeting banks, they needed to shift the conversations from IT and Telecom's decision makers to C-level executives as it was at this level that the bank of 2020 would be shaped.

To enable these conversations we positioned Cable&Wireless Worldwide as an expert and advisor in the banking sector, and developed a programme of compelling and authoritative content to equip the sales teams with the relevant points of views necessary to engage with the target audience.

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Our approach to developing go-to-market plans

Objectives of the Programme

- To develop a point of view and set of propositions for Cable&Wireless Worldwide within the banking sector, which demonstrated their understanding of the sector, and value as a strategic supplier
- To raise perceptions within the target audience of their credibility and position as an authoritative voice in the sector with something relevant and valuable to say
- To raise awareness within banking of Cable&Wireless Worldwide's focus on the sector and how their solutions could help banks address their primary strategic challenges
- To produce new pipeline opportunities with banking sector clients and prospects, which ultimately deliver incremental revenues and margin

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Programme Approach

In delivering the programme, market insight was central to developing the content. The programme was split into three phases:

1. Points of View

The initial phase of the process was focused on ensuring we had a comprehensive analysis of the forces driving change within the UK banking industry and the challenges facing Cable&Wireless Worldwide's banking clients.

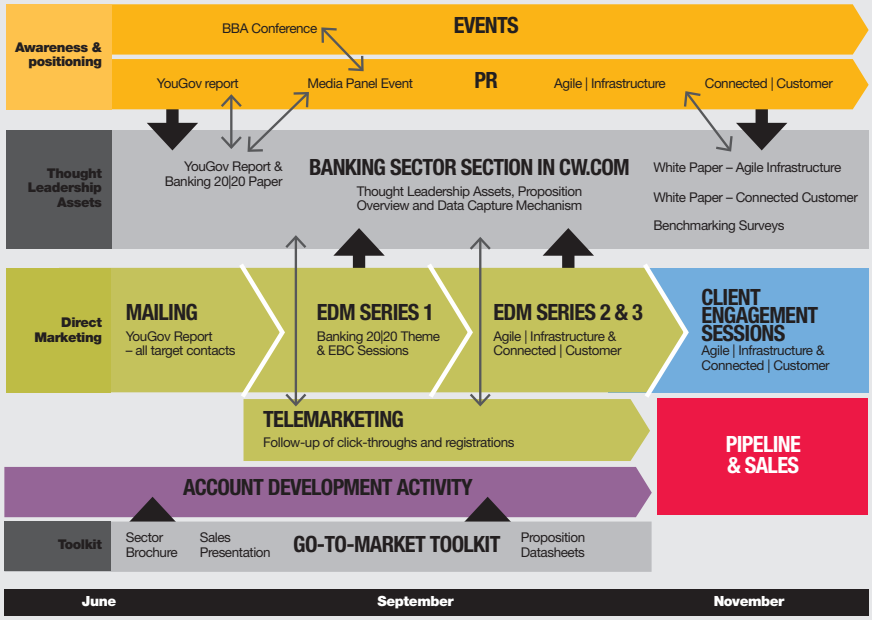
The Channel Partnership worked with internal Cable&Wireless Worldwide stakeholders to produce a consolidated Market Insight document, which was based on a combination of internal knowledge, direct input from customers and available research from analysts such as Gartner. This provided a key input into the development of Cable&Wireless Worldwide's points of view, determining the content to be used as part of the go-to-market plan.

2. Content Generation

A core element in the content generation stage was the commissioning of primary research from YouGov, *The Banking Customer Journey*, looking at how, when and where banking customers wanted to interact with their bank at different points in the customer lifecycle, and explored which factors influenced customer perceptions of value and trust in their banking relationships. This, together with our Points of View and content from industry specialists, was used to develop a broad spectrum of highly relevant content to support the go-to-market plan.

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Go-to-market approach



Our approach to developing an integrated go-to-market plan

The content consisted of the following elements:

YouGov Report. A synopsis of the YouGov primary research *The Banking Customer Journey*, the purpose of this was to provide an insight into what was driving the bank of the future, and enable conversations with C-level executives.

Banking 20|20 Brochure. Cable&Wireless Worldwide's view point of what the bank of 2020 would look like. The purpose was to enable conversations with C-level executives.

Proposition Summaries. Taking the points of view one step further, a set of propositions were developed in terms of how they can help enable our banking and financial services clients to realise a stronger future for financial services. These were summarised in a set of data sheets around each of the propositions.

Series of White Papers. To add further credibility, Cable&Wireless Worldwide worked with industry experts to write a series of white papers based around the core propositions. The purpose of these pieces was to enable an ongoing dialogue with the target audience, and add an industry context to the core propositions. To date two white papers have been written; 'A Stronger Future for Financial Services' and 'Building the Customer Engagement Model of the Future'.

Online Website. An online presence was established through a Banking 20|20 section on the cw.com website. This was as a central point for all the content and campaigns.

Sales Enablement Tools. To enable the Points of View to be taken out to market by the sales team, we developed a sales training programme and a series of support collateral, to equip the sales team with correct messaging and tools.

Banking 20|20 Video. To bring to life the Points of View and their capabilities in this sector, a video was developed in conjunction with British Bankers' Association. The video was shown at events and online.

3. Content Distribution

All of the materials developed to support the campaign were 'market issues led' helping to ensure that Cable&Wireless Worldwide was positioned as an organisation which had a genuine understanding of the issues affecting the sector. The materials formed part of the go-to-market campaign which is shown in the diagramme above.

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Timescales

The Banking 20|20 programme was initiated in February 2011 and rolled out over a 9 month period. Key phases were as follows:

Stage 1	Market Analysis	March 2011
Stage 2	Go-to-Market Strategy	April 2011
Stage 3	Go-to-Market Planning	May 2011
Stage 4	Go-to-Market Execution	June – Dec 2011

Word count: 1,033

Budget

(Confidential)

Client Testimonial

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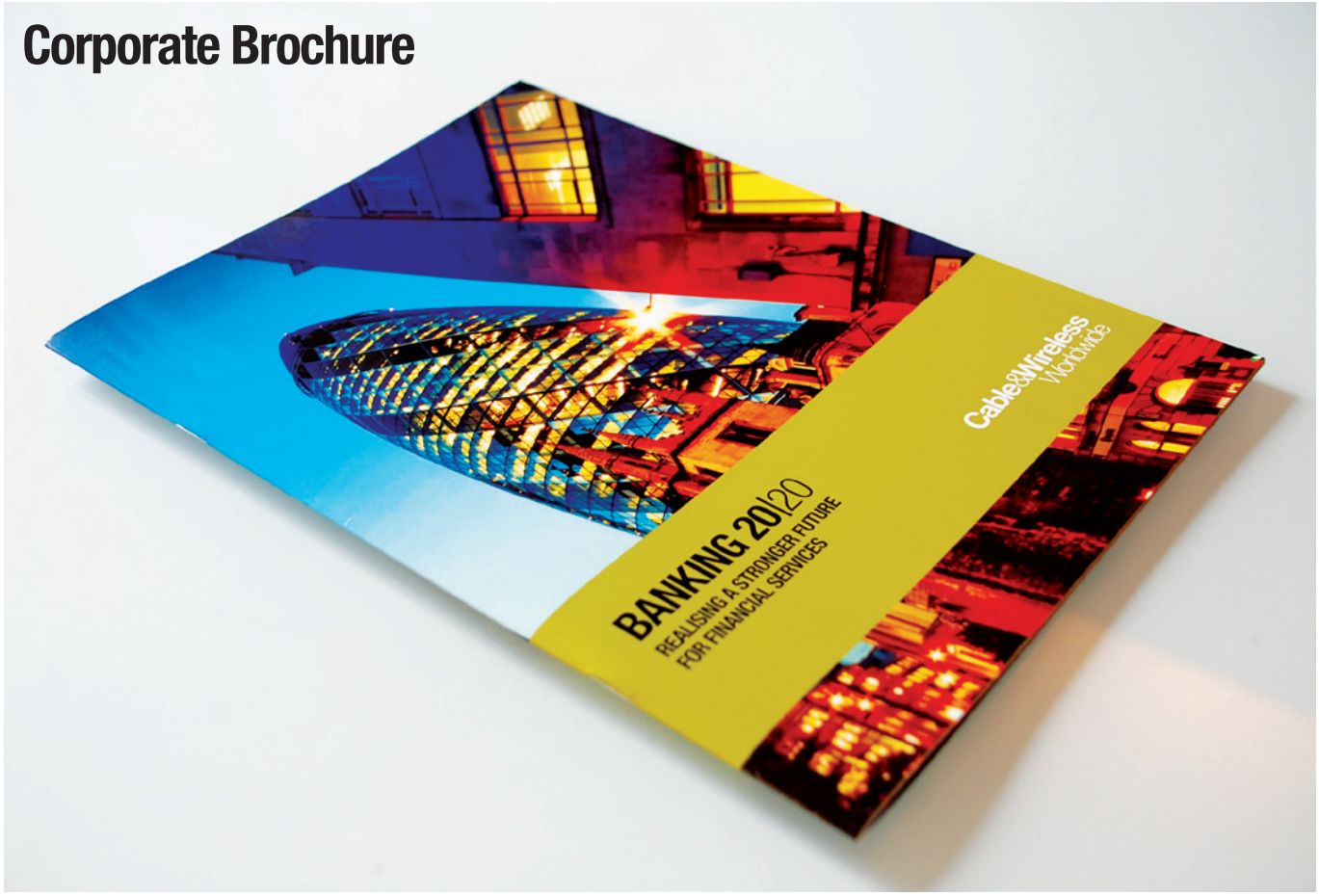
The Channel Partnership has made a great contribution to the successful launch of the Cable&Wireless Worldwide banking sector. They've provided first-class support throughout the process – from helping us define our propositions and build strong thought leadership positions, through to creating and delivering a comprehensive go-to-market plan. Everything has been delivered to a very high standard and already is producing great results for us in terms of market awareness, customer engagement and pipeline.

Sam Hoyland, Marketing Director, Cable&Wireless Worldwide

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Appendix

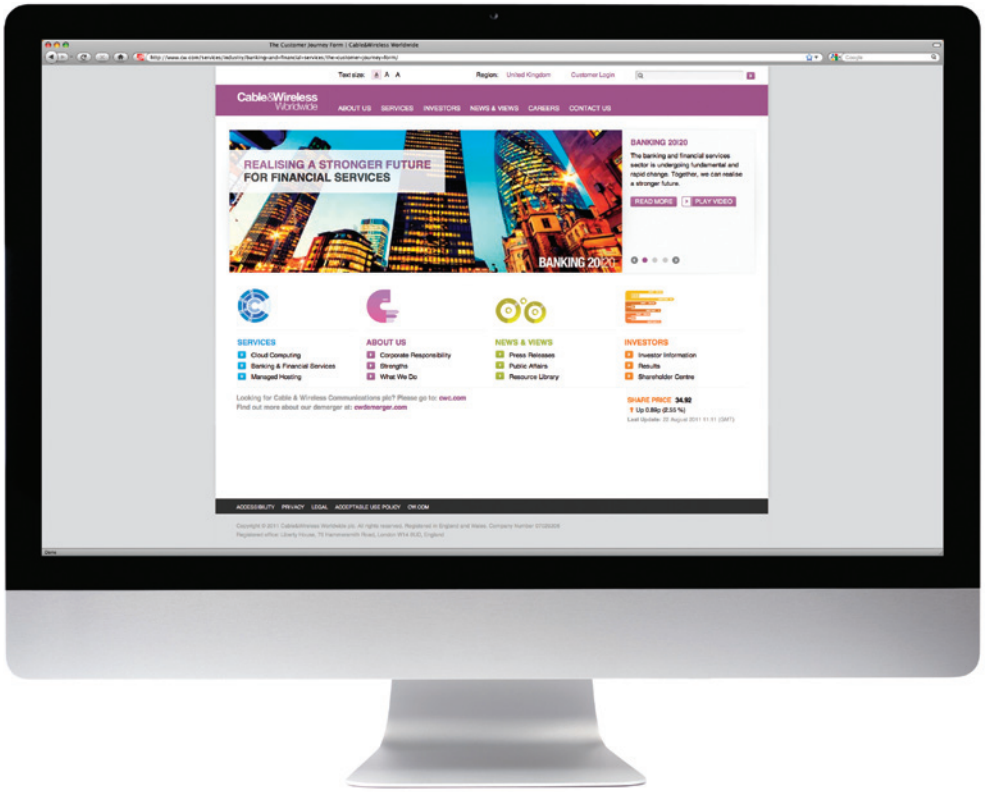
Corporate Brochure



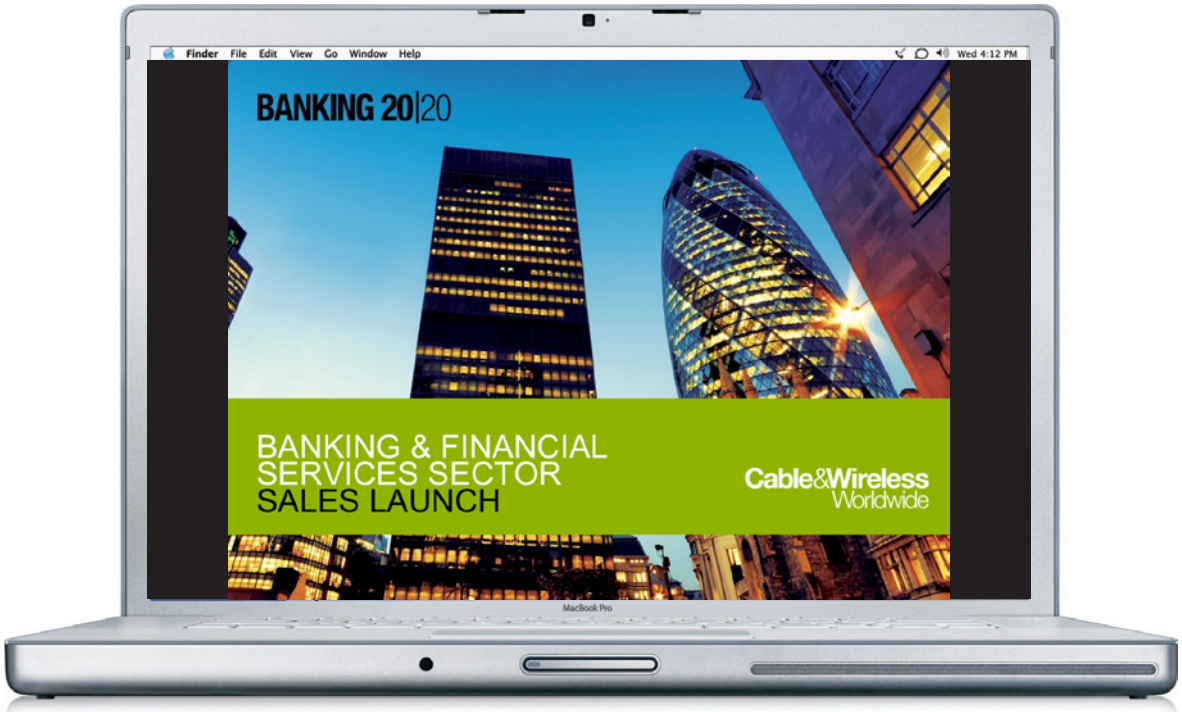
Proposition Summaries



Website



Sales Enablement



Sales Training



YouGov Report



eDM



Thought Leadership



British Banks Association Video

