

‘Mindjet Gets You Home On Time’

Category: Best Limited Budget

FINALIST 2013 B2B AWARDS

Design by: zeta success online

Client: mindjet

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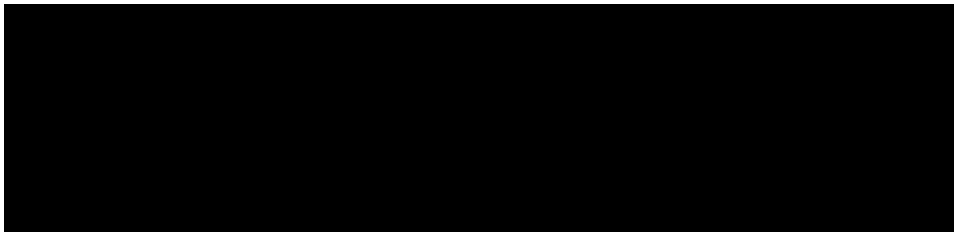
Summary

Mindjet's collaborative work management software has the power to make both individuals and businesses more productive, helping prevent people from having to work late. **'Mindjet Gets You Home On Time'** was a campaign that generated leads by asking the question: **"Why are you still working?"**

The campaign, designed and executed by Zeta on Mindjet's behalf, took an emotive message (working late can damage relationships at home) and injected humour into it, via a tongue-in-cheek portrayal of a vintage household in the 'mad men' era.

The range of quirky and entertaining display ads targeted prospects at regular intervals, from 17.30 onwards, to remind managers and team leaders why it's important to be more productive during the day and get home on time. The aim of the ads was to create intrigue and prompt the user to click through to a landing page where they could read more about the benefits of Mindjet, download a free trial and promote the software within their organisation.

The campaign achieved a cost per lead 26% less than Mindjet's original target. It also enabled Mindjet to capture significant customer data for future marketing activities.





‘Mindjet Gets You Home On Time’

About Mindjet

Mindjet helps people generate better ideas and work smarter through software that aids brainstorming, organisation of plans and management of projects.
The software is used by 83% of the Fortune 100’s top companies, including NASA, and has been proven to improve productivity within teams by 8% and individuals by 17%. This results in more efficient working; a less stressful day and reduced need to remain in the office after hours.

Strategy - broader business issues the company is facing

When it comes to promoting a product designed to alleviate stress and reduce workloads, a ‘Catch 22’ situation is inevitable – the target audience is invariably too busy and stressed to pay attention to marketing campaigns. Mindjet wanted more people to download a free trial of its software to generate leads, but needed to find an efficient way to connect with prospective customers.



Objectives of the campaign

Zeta was required to create a campaign that would persuade people to download a free trial. In order for people to do so, a significant amount of data was required, including address, DOB and telephone number, signifying that the downloader was serious about the product.

For the purpose of this report, one free trial download = one lead generated.

Initially, the brief was to target IT managers who would trial the software throughout their organisations, at the client's agreed cost-per-lead budget of £40. However, Zeta's insight led to this brief being revised: overstretched IT managers can be difficult to reach and convince of the benefits of new software that requires additional budget, installation and training.

Zeta suggested that a more effective strategy would be to target team leaders and managers within the creative, tech and marketing industries. These sectors are full of early adopters eager to try new software.

This shift in audience focus was embraced by Mindjet, who had previously struggled to promote the product to IT managers. The insight also shaped marketing activity beyond this campaign – **Mindjet Gets You Home On Time** has become the benchmark for lead generation within the brand globally.

Target audience

Our research showed that the majority of our target audience are in the office for an average of 50-60 hours a week, almost a quarter work even longer – adding up to a working day of over 12 hours. Only 4% of managers do not work at weekends. We knew that these individuals would benefit significantly from the software, but in order for them to discover Mindjet the campaign had to be attention-grabbing and memorable enough for the potential customer to recall it when they had time to download the trial.



Research indicated that a significant percentage of the demographic was aged 30+, and so there would be a strong possibility that our target would have a young family or partner waiting at home. We also knew that they would be committed to staying abreast of industry news, and so would be an active consumer of industry blogs, websites and white papers.

Media, channels or techniques used

We wanted to create an emotive campaign that would resonate with Mindjet's audience. Since our research indicated that the target would be affected by a work/life imbalance, the tagline **'Mindjet Gets You Home On Time'** was created. However we didn't want to turn our audience off with a depressing message, or one that instilled a sense of guilt – it had to be lighthearted. Research indicated that our target was a consumer of industry news, so Zeta's marketing, creative and copywriting teams collaborated to produce a series of eye catching and fun display ads to feature on relevant websites from Mon-Fri between 17.30-20.00, at 15min intervals, when our target would still be at work, catching up on white papers and reading articles inbetween finishing outstanding tasks. Each message spoke to them directly, reminding them what they were missing out on when working late.

Every 15 minutes the message became increasingly hard hitting. The placement of advertisements on a wide variety of websites increased the likelihood of web users being 'followed' by the campaign, thus being regularly presented with a more urgent message.

Finally, at 22.00, an ad was scheduled to regain the target's attention once they had returned home to prepare for the following day – a time when they would be online but less distracted by work and therefore more inclined to download the trial.

The ads were quirky and fun – a sendup of the traditional reasons why it's good to get home on time, based around the theme of a retro household. Tongue-in-cheek humour helped mitigate risk of emotional blackmail, and was memorable for its cheeky, occasionally risqué creative with humorous wordplay.

Timescales of the campaign

The campaign and budget was initially planned for 3 months: August 2012 – October 2012. Due to its success, Mindjet allocated additional budget to continue the campaign into 2013.

Budgets

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

Results

The 22:00 ad was the best performing, indicating that our strategy, to display the ads throughout the day then recapture our target's attention when they were less busy, had been successful.

Mindjet Gets You Home On Time achieved a cost-per-lead 25% lower than Mindjet's original target, resulting in the timescale and geographical location being extended.









Testimonials

Nicola Frazer-Reid, *Mindjet UK Marketing Manager*

'The 'Mindjet Gets you Home on Time' campaign has exceeded Mindjet's expectations in terms of the cost per lead and volume of leads delivered. The campaign concept and creative delivered by Zeta was unique and quirky and really encapsulated Mindjet's fun brand and ethos. We have received some great feedback on the campaign, both internally and from customers.'

Rachel Lockwood, Mindjet International Marketing Director

"The 'Mindjet Gets You Home on Time' campaign was able to achieve a good cost-per-lead and a much better than expected conversion rate, in comparison to campaigns executed prior to working with Zeta."









THANK YOU

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