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B2B AWARDS



BT VEHICLE FOR CHANGE: EUROPEAN ROADSHOW

Category number
3

Category name
Best Use of Live Event Marketing

Programme/initiative name
Vehicle for Change European Roadshow

Main body word count: 779

Agency
JP Creative

Brand or client
BT

URL or microsite
http://letstalk.globalservices.bt.com/en/tag/vehicle-for-change/



Summary [word count: 200]

Last year, BT's mobile showcase, the Vehicle for Change (VfC), went overseas for the first time.

The goal was not only to bring our latest technologies to key international customers, but to demonstrate that many companies in Europe are merely scratching the surface with what BT can do.

Coming off its UK success, the VfC went on a four-week road-trip around Northern Europe. Spanning 3022 miles, six cities, five countries, and engaging 100 customers across various sectors, the VfC showcased our latest collaborative technology, plus other supporting portfolio areas such as Security, Contact Centres and Network Management, while further promoting key global messages.

Whether presenting to clients in the pharmaceuticals industry in Basel or automotive industries in Stuttgart, the VfC was optimised and flexible enough to demonstrate our range of capabilities in a personalised, one-to-one manner that reflected the quality of our flagship showcase in BTC London.

Our leveraging of the BT network kept costs low, removed dependency on in-country infrastructure, and allowed seamless interconnectivity with our London office. As a result, the VfC had direct access to live demonstrations, delivering the same proven and trusted capability available in London – all we had to do was plug in and play.

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About the client company

BT is one of the world's leading providers of networked IT communications services and solutions, serving the needs of customers in the UK and in more than 170 countries.

BT formed Global Services in 2004 to create a world-leading capability to manage major contracts to deliver communications and networked IT services globally to corporate and public sector organisations. It was formed from the merger of existing BT businesses and the acquisition of new businesses across the world.

We believe in the power of communication to make a better world. Making connections, creating possibilities, delivering value.

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Strategy – broader business issues the company is facing

We aim to lead the industry in innovation and service, combining our global reach with a local focus.

In order to achieve this we are going to concentrate more of our energy, time and investments in key areas where we have the best assets and opportunities.

With a clearer focus on who we serve, what we sell and where our customers need our services, we can achieve sustainable growth in both revenue and profit. We will do this by:

- Focusing on whom we serve
- Focusing on what we sell
- Focusing on where we operate
- Focusing on improving the customer experience
- Focusing on transforming our costs
- Focusing on building a healthier organisation

Objectives of the campaign

The campaigns clear objectives were:

1) Position BT as a trusted partner within Europe
2) Raise awareness of BT capabilities and innovation among European customers
3) Create new business opportunities
4) Support existing pipeline/helping in-country sales teams close profitable business
5) Educate and raise awareness to the in-country sales communities on the global marketing collaboration campaign
6) Bring the live Showcase experience to these locations
7) Improve our employee perception of BT Global Services



The target audience

- Top 20 - 30 country customers with a high potential for growth, particularly senior execs and C-Level contacts within customer organisations
- In-country sales/specialists and marketeers to improve employee knowledge and raise awareness of latest technologies that support our global marketing campaign
- Press, analysts and consultants

Media, channels or techniques used

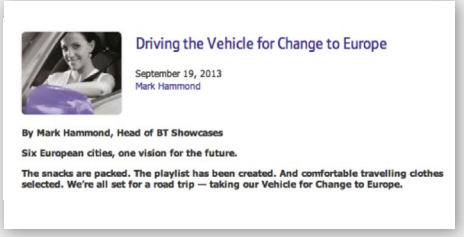
An internal focus on consistency, clienteling and local mobilisation ensured that each location was focused on engaging their specific stakeholders, while promotion through PR, BT's blogs and across social media maintained a high global awareness for the VfC.

Each bespoke session, delivered by both VfC and in-country specialists, included live demonstrations that showed customers how our technology addressed their specific business needs and challenges. The participation of senior BT stakeholders at all events added additional credibility and encouraged senior engagement on the customer side.

Internally, BT guaranteed great footfall through the attendance of local employees, their presence providing a palpable buzz to each event while simultaneously promoting the company vision and supporting in-country programmes. Over 400 BT employees attended the showcases in total, and with minimal impact on their working day.

Digitally, we promoted the VfC through a combination of social media, dedicated blogs, and EDMs that kept the campaign front-of-mind throughout. BT employees were also able to follow the VfC's journey through the company intranet.

The result was an integrated communications strategy that produced considerable engagement on Twitter, greater blog readership, widespread internal interest among BT employees, and news coverage that echoed the VfC's objectives of promoting the BT global portfolio strategy.









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Timescales of the campaign – weekly planning calls with each country

April 2013 – Initial planning and discussions with the in-country and showcase teams

May 2013 – E-vites go out to customers and social media starts

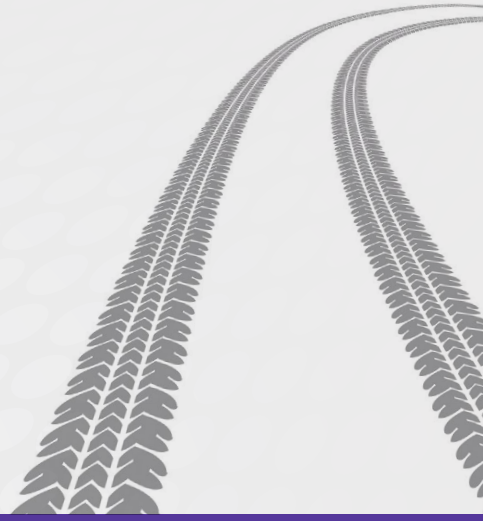
June 2013 – Logistics are planned, VfC undergoes a valet

July 2013 – Hardwire Internet is arranged for each venue

August 2013 – Final logistics take place – security arranged, hotels and flights booked

September 2013 – The Vehicle hits the road!

- 16th-17th Sept – Stuttgart
- 19th-20th Sept – Basel
- 23rd-24th Sept – Zurich
- 26th – 27th – Milan
- 1st Oct – Brussels
- 3rd – 4th Oct – Amsterdam





Budgets and Results

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

Client testimonial

The vehicle for change is one of the most inspiring ways I have seen our customers engage with BT's technology and solutions. By taking our innovation on the road we were able to share insights, ideas, and knowledge right across the continent ... sharing how the best CIO's in the world are using our solutions to deliver stunning business outcomes. And one thing I am particularly proud of was the really positive impression the tour left with our employees. The experience of touching, exploring, and interacting with the demonstrations really brought to life the amazing things we can do with our customers.

Jo Scarlett, Vice President Communications and Marketing, BT Global Services

Our strategy is to strengthen and deepen our customer relationships. Our showcases; physical centres, mobile vehicles, and online environments are at the heart of that. More than ever, we believe global collaboration is at the heart of business success. This excellent initiative by the marketing team has really helped us take a big step forward in that strategy.

Luis Alvarez, CEO BT Global Services

Submission ends



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