EARNEST

FINALIST 2013 B2B AWARDS

See it. Control it. Protect it. With Kaspersky, now you can.

Category number: **21**

Category name: **Best B2B Product Launch Campaign**

Campaign name: **See it. Control it. Protect it. With Kaspersky, now you can.**

Agency: **Earnest**

Client: **Kaspersky Lab**

Campaign URL or microsite: **kaspersky.com/business**

Word count: **979**

Confidentiality: **All financial information is confidential**

Kaspersky Lab

Summary

Word count: 128

Launching a revolutionary product, worldwide

EARNEST

Product management is in danger of becoming a bit of a lost art in B2B, which is a shame – as its there to connect genuine customer needs with R&D. At Kaspersky, customer needs really do drive product development.

And Kaspersky Endpoint Security for Business (KESB) is a great example of a product that solves customer painpoints and issues: some the customers realise, some they don't.

So it was a real privilege to be chosen as the agency to launch KESB to a worldwide market, and a task that we took seriously. After all, KESB wouldn't just be a game changing product for customers, it would revolutionise Kaspersky's own B2B marketing.

This is the story of Kaspersky's biggest global product launch in its history.





The campaign in numbers:

40 countries

18 languages

55,000 BANT qualified leads

14k opportunities

www.kaspersky.com/business

EARNEST

About the client

Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions – operating in almost 200 countries across the globe.

But, it's still a 'challenger brand' in B2B – with the bulk of its market presence and marketing historically being in the consumer space.

This was about to change.

Strategy – from a product launch, to a global point of view

The product was the world's first truly integrated 'IT security platform', 'built from the ground up' was the phrase used by Product Management. For the first time, this gave under-resourced IT teams in small to medium sized businesses the ability to see, control and protect all their devices, data and people from IT security threats.

The proliferation of mobile, social and BYOD meant that IT teams would normally have to employ specialist security tools to cover these new 'risk areas': which for most were too expensive and required enterprise resources to manage.

But, with Kaspersky even a small business could handle mobile, data encryption, systems management and application control – all from one place. Hence the line 'See it. Control it. Protect it. With Kaspersky, now you can.'.

Objectives of the campaign

Key objectives were:

- Launch campaign: create a successful campaign executed on time, across all target regions
- Lead generation: B.A.N.T. qualified leads and pipeline business – from direct AND channel partners
- Awareness: to reach and engage the target audience in key regions (North America, Asia-Pac, EMEA, Russia, Japan and Emerging Markets).

No small task, so this involved:

- Liaison with Product Management to ensure product messaging, launch and campaign messaging were 100% aligned
- Liaison with the PR, social media, Digital web publishing and legal teams
- Ensuring the analyst community were up to speed and actually involved in the message development
- Getting journalists onboard at the launch day – despite being a tricky time in the calendar
- Taking input and feedback from Beta customers



EARNEST

Target audience

Our audience consisted of senior IT decision-makers, within organisations of 100–1,000 seats.

The organisations typically lack the large team of IT specialists found in a large enterprise. So the IT would have to manage IT security as part of a range of tasks.

The problem:

- IT security is getting more complex – due to BYOD and mobility, social media, and proliferation of web-based applications and 'freeware'
- At the same time, IT security threats are getting more sophisticated: gone are the days of the schoolkid releasing 'bugs' for fun – today's threats come from organised groups, usually with a criminal or financial motive
- To manage all this typically requires a host of different IT security tools and systems, which already over-stretched IT teams find beyond their reach

The solution:

- Kaspersky Endpoint Security for Business brings together a bunch of specialist technologies under a single platform
- This means the under pressure IT manager can easily take control of a challenging and diverse infrastructure, securing it from all manner of threats, all from a single console
- Ultimately, with Kaspersky, even a small business can have an 'enterprise-level' security system



www.kaspersky.com/business

EARNEST

Campaign tactics

Multi-lingual campaign landing pages and a revamped .com/business section of Kaspersky's main site, now in 18 languages.

Outbound direct marketing: on and offline direct campaign targeting both prospects, and Kaspersky's existing customer base.

Events: the campaign supported all regional events programmes – from the large industry events (CeBIT, InfoSec) to local breakfast briefings and seminars. And of course the launch at the Kaspersky Cyber-Security Summit in New York.

Content: the campaign had high value content as a huge part of its focus:

- Live 'KLTV' broadcast through ON24
- infographics,
- animations,
- global research reports,
- white papers,
- technical product collateral,
- technical 'how to' videos on the site and YouTube
- practical guides

Social media: co-ordinated social activity carried out on over 20 Kaspersky social media properties (Twitter accounts, YouTube accounts, Slideshare, Vimeo, blogs, Threatpost.com, SecureList.com), plus non-owned social channels such as LinkedIn and industry forums/blogs.

SEO: global search engine marketing, paid and organic.

Awareness activity: PR activity (carried out by Berkeley PR), online ads on flagship IT sites globally, press ads in the IT press.

Analyst briefings

Channel co-marketing: all assets were repurposed for channel partner usage, plus channel engagement roadshows, webinars and sales training held to gain channel buy in and activity.

Note:
Not all tactics were deployed in all regions due to variants in data protection law and audience preference.

KLTV, live from NYC

Working with ON24, the hour long Kaspersky live TV broadcast was a first for the company and attracted 3000 viewers.

It told the product story, but involved analysts and Kaspersky customers to link this to the real-world issues and painpoints that the product solved.





EARNEST

Timescales of the campaign

Initial campaign planning and research:	4 weeks
Campaign creative:	3 weeks
Refinement:	2 weeks
Rollout of campaign assets:	26th November: allowing 8 weeks for regional localisation
Global PR launch to the press:	Jan 30th 2013
Synchronised global launch:	Jan 31st 2013

Budgets

ALL FINANCIAL RESULTS ARE CONFIDENTIAL

The KESB launch is the most significant, and biggest, launch we have done at Kaspersky Lab. We are looking to shake up a long established market with a genuinely ground-breaking product. The launch and subsequent campaign have more than lived up to this and resonated not just with our target audience, but our internal field marketing operations across the globe – who have embraced the campaign as their own and brought it to life in their own unique way in every region where Kaspersky has presence.

Georgina Gilmore
Senior Director,
Global B2B Customer and Partner Marketing,
Kaspersky Lab

Our marketing team has provided us with a great campaign and some fantastic content that really helps a sales conversation in front of customers.

VP, Channel Sales, EMEA
Kaspersky Lab

Launch event

Kaspersky Cyber-Security Summit New York
30th January 2013













Kaspersky TV Live Broadcast From New York: 31st January 2013

Pre-Launch Communications: Emails





Pre-Launch Communications: Online Advertising







Live Broadcast







Kaspersky TV Live Screening – Private Cinema in London



Registration Web Page



VIP Cinema Tickets



Live Screening – Watched by 50 of the largest resellers in UK



Follow Up Panel Debate

Social Media Activity



Eugene Kaspersky's blog



Weibo: Chinese Social Media Site
http://e.weibo.com/kasperskylab

Twitter: Latin America
https://twitter.com/KasperskyLatino

Facebook: Turkey
https://www.facebook.com/KasperskyTR



Viadeo: French Social Network
http://fr.viadeo.com/fr/groups/?containerId=002e9sp1ny38lma

XING: German Social Network
https://www.xing.com/companies/kasperskylabsgmbh

Facebook: Eugene Kaspersky
https://www.facebook.com/EugeneKaspersky



Twitter feed at the time of Launch



Pull-Up Banners





Kaspersky Stand at InfoSec 2013

Launching the Product and Engaging Resellers











Reseller Roadshows









Bespoke Partner Portals

Promotional Material: Product Launch









Print Ads









Online Ads







Emails

Kaspersky Websites

Promoting Campaign/Product



China
http://www.kaspersky.com.cn/



Italy
http://www.kaspersky.com/it/



Romania
http://www.kaspersky.ro/



Peru
http://latam.kaspersky.com/pe

Promoting Premium Content and Live TV Broadcast



Saudi Arabia
http://me.kaspersky.com/business-security



Germany
http://www.kaspersky.com/de/business-security



Russia
http://www.kaspersky.ru/business-security



Turkey
http://www.kaspersky.com.tr/business-security

Content

Product Presentation Video



Product Launch Teaser Video



Award-winning Animations



Product Presentation



Content

Whitepapers



IT Security | Mobile & BYOD | Legal Compliance

Best Practice Guides

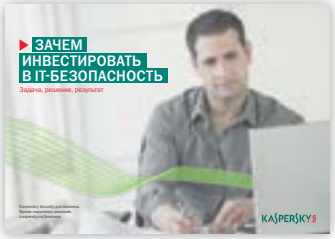


Mail and Web | Encryption | Systems Management | Mobile Security

Build Your IT Security Business Case Report



UK



Russia



France



Italy

Infographic



iPad and eBook



Bespoke iPad App for Kaspersky Endpoint Security for Business: Content Promotion



Bespoke iPad App for Kaspersky Endpoint Security for Business: Media Centre



German eBook: Malware Defence

Syndicated Content







