FINALIST 2013
B2B AWARDS

april-six

B2B Awards 2013 submission document

Category number: 18
Category name: Best International Audience Campaign
Campaign name: Real World Advantage – EMEA Campaign
Agency: April-Six Ltd.
Client: VMware
Current total word count: 875 words

Category number: 18. Best International Audience Campaign

Summary:

VMware EMEA is tasked with engaging an audience that spreads from Turkey and Sweden to the UK and Spain. The cultural differences and linguistic challenges this creates are substantial.

We not only had to create marketing that would persuade an international audience but also that would persuade regional VMware marketeers that the campaign would work in their country and was worth adopting.

VMware's Real World Advantage campaign was created from its inception with an international audience in mind. Our brief was to create a campaign that would transform VMware's reputation and increase sales in the lucrative Small and Midsized Business (SMB) space across EMEA in a total of 17 languages.

The creative theme developed had an location neutral 'Real World Advantage' badge. We also shot imagery that would be culturally relevant across the regions, such as pizza and soda.

We ensured that we used budgets wisely and allowed for all our Call To Action pieces such as Tech Tips and eBooks to be delivered in local languages as well, as our experience shows this increases campaign success.

The various campaign elements rolled out over 10 months across EMEA and achieved an exceptional ROI for any VMware campaign. These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.
[Word count: 214]

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Main submission:

About the client company

VMware is the global leader in virtualization and cloud infrastructure technology for organisations of all sizes. With over 300,000 customers and 25,000 partners, its solutions define the standard for virtualization across server, IT management, desktop, application development and beyond. Customers enjoy low operating costs, increased agility and simplified management while directing their IT strategy towards the critical path to Cloud. [Word count: 60]

Strategy – broader business issues the company is facing

VMware has historically struggled to gain traction with SMB IT decision-makers who see VMware as an enterprise player. As a Silicon Valley based corporate, they also work very hard to have a strong regional presence across EMEA and create sales and marketing that is actively not US centric. This campaign needed to cut across cultural and linguistic differences and reinforce VMware as a strong EMEA presence serious about building business with SMBs in the region. [Word count: 75]



Image 1: Lead Advert & Launch eDMs

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Objectives of the campaign

We created the 'Real World Advantage' campaign to show that VMware is deeply embedded in the SMB universe, talking their language and with the perfect solutions to their challenges. Images showing late nights at the office, piled up junk food boxes, complex IT tangles, coffee stained memos and half-eaten sandwiches are juxtaposed with hard-hitting, empathetic headlines about life on the IT frontline being tough. The pay-off? VMware offers real world answers, with a bold 'Real World Advantage' campaign stamp sealing every execution. The aim? To radically change VMware's image in this space, moving away from high concept enterprise advertising to make the brand feel more approachable while creating enticing hooks to drive response. [Word count: 113]



Image 2: vForum A5 Postcards, Hero .com banner and H2 Infographic in Russian

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The target audience
IT Managers in SMBs across the EMEA region that are grappling with tight budgets, operational inefficiency, high running costs, management complexity, demanding users and the need to work long, unsociable hours. They are a famously cynical group to communicate with, dislike being overtly marketed to and generally regard VMware as being technologically excellent but excessively complex and expensive for their size of business. [Word count: 63]



Image 3: H2 Peer Poll Question eDMs & Paralax Infographic of results in Dutch

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Media, channels or techniques used
This was a fully integrated campaign, combining:

- Email nurture programmes
- Targeted vertical and high-impact direct mail
- Email lead generation
- Information rich technical tips and survey emails
- Follow-up telemarketing
- Online media campaigns
- Social media activity across LinkedIn, Twitter and Facebook
- Online webinar events: live and on-demand
- A campaign video-rich microsite
- Channel engagement activity

We aimed to be in our audience's space and be proactively giving them tools that were of real-world value, such as technical tutorials, survey insights and case study information into how their peers in their country were achieving results. The tone of all the activity was designed to get under the skin of our audience and into their shoes to stop them feeling 'marketed at' and help them feel understood and supported. We particularly considered what kind of junk food to shoot to deliver universal appeal and ensure that the 'real-world' element wasn't lost in translation. [Word count: 148]



Image 4: Distributor Launch Suitcase Pack

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Timescales of the campaign
The campaign was in market for 12 months, from March 2012 to March 2013.

January 2012 – Go to market planning

February - March 2012 – Campaign creation

March - July 2012 – Phase 1 of campaign execution

July - August 2012 – Phase 1 analysis and Phase 2 creation

September - December 2012 – Phase 2 of campaign execution

January - March 2013 – Final lead conversion period

Lead generation and conversion reporting was in place from 2 weeks of the campaign launching. [Word count: 78]

Budgets
Cannot be disclosed for confidentiality reasons.
[Word count: 6]



Image 5: Case Study eDM, Landing Page in German and Facebook App

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Results
These details were provided to judges in the original submission but are commercially sensitive and therefore confidential. [Word count: 17]

Client testimonial
"April-Six excels at creating campaigns that work effortlessly across the region and Real World Advantage was no exception. From collecting regional case-study information to conducting pan–EMEA surveys that they could use to drive email communications, their ability to regionalize and speak to an EMEA audience is genuinely impressive."

Isabelle Duarté, Director Marketing Programs, EMEA, VMware
[Word count: 56]

Supporting material

2 x A2 Poly board showcasing creative.
Printed pack (complete).

[Word count: 875]