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B2B Marketing AWARDS 2012 FINALIST

‘Be Ready for What’s Next’

Category number: **8**

Category name: **Best use of content marketing**

Campaign name: **‘Be Ready for What’s Next’**

Agency: **Earnest**

Client: **Kaspersky Lab**

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

Word count: **1066**

Kaspersky Lab

Summary

From a commodity product, to a different league

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Kaspersky Lab, a top four IT security company, wanted to boost market awareness, increase sales, and launch its ground breaking Endpoint Security 8 product. But with an increasingly commoditised IT security market, where do you go?

The 'BE READY FOR WHAT'S NEXT' campaign was a positive rallying cry aimed at senior IT decision-makers across Europe and North America. It aligned our campaign with both seizing business opportunity AND managing risk. The twin challenges faced by every IT administrator and CIO – globally.

But to prove this, we needed content. Lots of content. Great content. Different content. Relevant, interesting, disruptive and above all, useful.

THE CAMPAIGN DREW A EUROPEAN AUDIENCE OF MORE THAN 18.5 MILLION THROUGH PRINT MEDIA AND OVER 157 MILLION THROUGH ONLINE COVERAGE. AND BEFORE YOU ASK, A PIPELINE OF $29M.

So Kaspersky had a great idea, and with content, they proved it.







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‘Be Ready for What’s Next’

About the client

Kaspersky Lab is one of the fastest-growing IT security companies worldwide, operating in more than 100 countries across the globe.

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

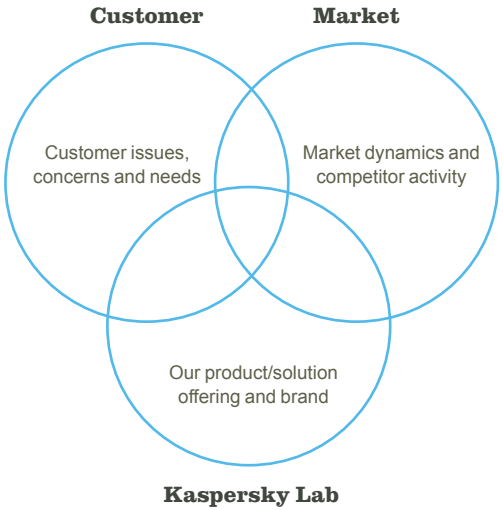
Clearly, we wanted to change that!

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

Kaspersky was looking to boost market awareness and increase sales, as well as to promote understanding about security threats – launching its ground breaking Kaspersky Endpoint Security 8 product.

Today’s landscape for business risk is extremely dynamic. The threat has become exponentially more complex. It’s hard to stay ahead of increasingly sophisticated malware. Additionally, business requirements now include securing an increasingly mobile work force that has embraced social media and cloud to improve productivity.

The campaign: inputs & insights from multiple sources



It would be easy for Kaspersky to go out with a wealth of ‘scare stats’ about proliferation of malware, but we were keen to steer away from this. IT folk don’t really buy it.

Looking at the opportunities being seized through the internet, cloud and virtualization gave us the ‘eureka moment’.

The key issue is clearly that it’s hard to know what’s around the corner: both in terms of new technology opportunities and malware threats…

We needed to create a ‘big idea’ that aligned with both business opportunity AND risk… And, one that would resonate, globally.



‘Be Ready for What’s Next’

The value proposition: addressing opportunity AND risk



Our message was ‘BE READY FOR WHAT’S NEXT’. Kaspersky will support your business, whatever it needs to do next, and whatever happens.... IT teams will Be Ready: supporting and enabling the drastic changes that the business is demanding.



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Objectives of the campaign

First and foremost, this was a product launch: so our core task was to communicate the product messages and differentiation to a global IT audience.

For us, and the Global B2B Marketing team at Kaspersky, something bigger was at stake: the positioning of Kaspersky as a serious player in business IT security.

Key objectives were:

- To create a successful global product launch on time, across all target regions
- Lead generation! B.A.N.T. qualified leads
- Awareness: to reach and engage the target audience in key regions

The target audience

Our audience consisted of senior IT decision-makers across Europe and North America, within organisations of 100–1,000 seats.

Beyond geographic differences, the audience was segmented into a number of key personas:

1. **The Technology Enthusiast:** This buyer is motivated by embracing transformational and evolutionary technologies. For them ‘Be Ready for What’s Next’ is about keeping pace with the technology innovation they are interested to deploy.

2. **The ‘Security First’ Buyer:** This buyer may have been impacted in the past by malware intrusions that resulted in quantifiable losses or impacts to their corporate brand. They need to ensure protection from malware threats now and into the future.

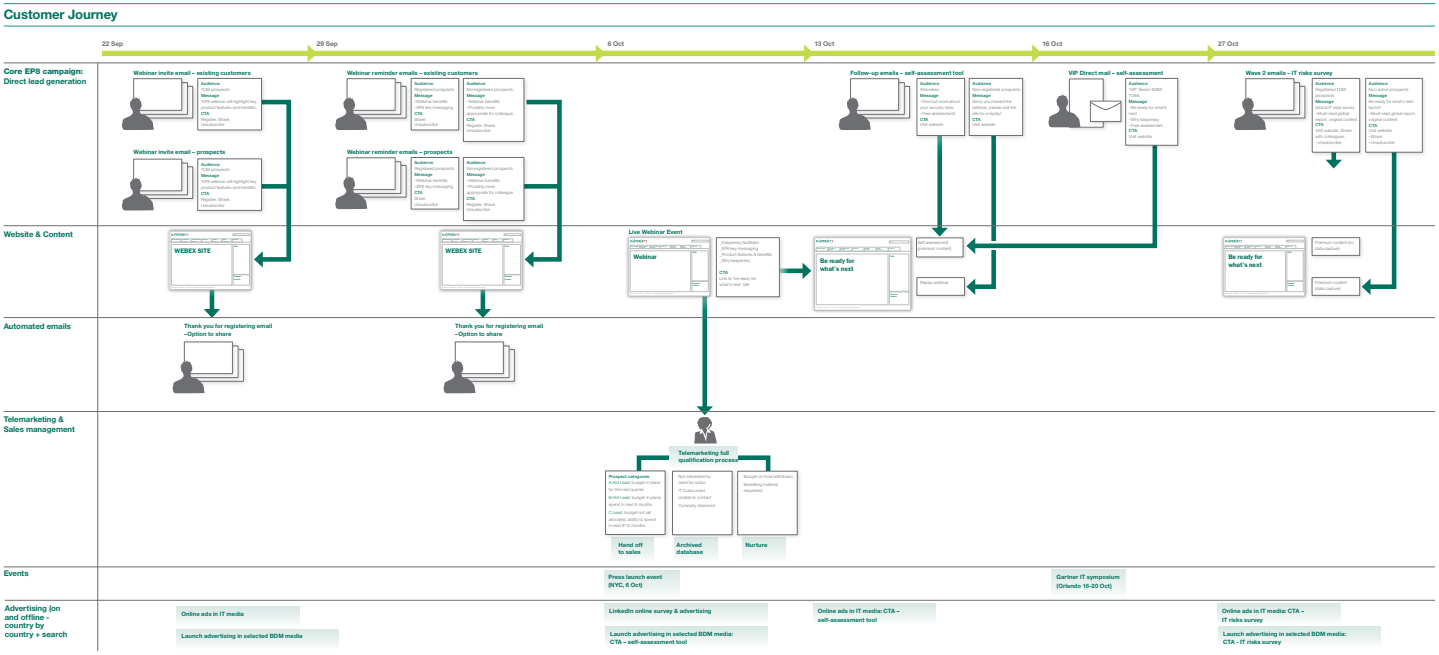
3. **The ‘Business Enabler’ Buyer:** This segment is burdened by the vast proliferation of technology available and is challenged in how to support the business. For them ‘Be ready for What’s Next’ is about handling what their users ask them to support.

Media, channels or techniques used

Quite simply, this campaign was the largest and most complex we have ever been involved in.

The campaign involved a synchronised global launch in New York (a video presentation from CEO, Eugene Kaspersky himself), which went live in over 26 countries and in 18 languages.

The campaign strategy was based around user journeys (see diagram below) – ensuring the campaign had maximum impact and gave as good a customer experience as possible.



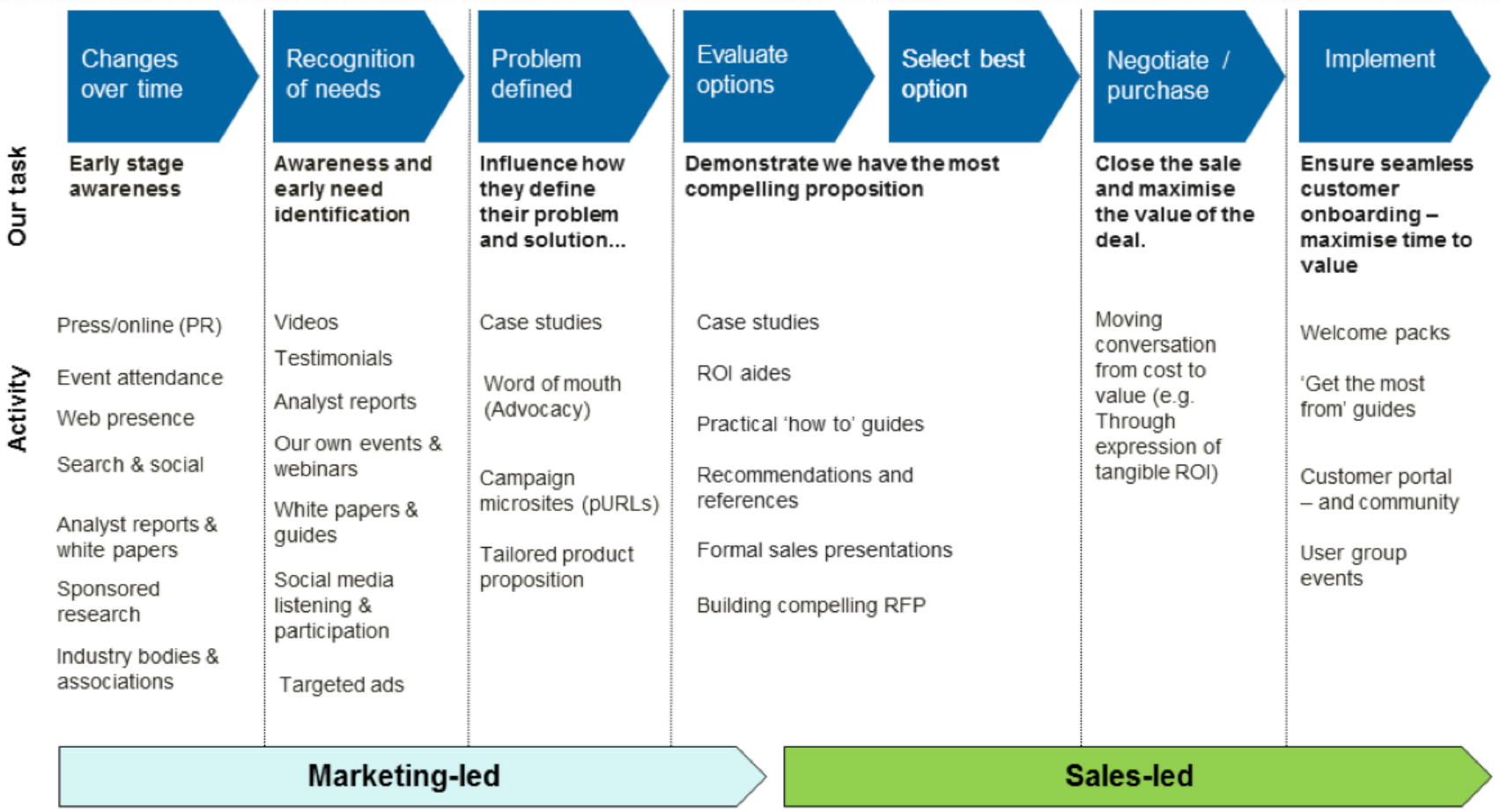
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Building a content strategy

To get to the point of developing the content, we look at the typical buying cycle and therefore what content was needed to support this (see below).

Mapped against buying cycles:



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‘Be Ready for What’s Next’

We then developed a content strategy based on a tried and tested approach (see below).



‘Be Ready for What’s Next’

The content

- The campaign had high value content as a huge part of its focus:
  - infographics
  - animations
  - global research reports
  - white papers
  - technical product collateral
  - interactive online polling
  - technical ‘how to’ videos
  - business-focused ‘thought leadership’ videos
  - practical guides
- All served up and centered around the hub: a multi-lingual campaign microsite, which has now been rolled out to 26 countries and 18 languages.

Content distribution.

Beyond the site, content was promoted across online channels, Kaspersky’s YouTube channel, social media channels (including Kaspersky’s Twitter accounts, Eugene Kaspersky’s Twitter account and blog, and the Threatpost site (a Kaspersky publishing channel).

Timescales of the campaign

The launch programme was a highly intensive one due to fixed R&D timescales. From onset of the brief, we together with Kaspersky internal teams, had 6 weeks to turn around a global launch.

Budgets

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

Results

- Unique micosite vistits: 210,000
- Web form registrations: 13,760
- 5,874 BANT qualfied leads
- $29m pipeline revenue

And the internal results?

When we launched this campaign, a number of the key regions (EMEA and N. America) signed up to it, whilst emerging markets focused on existing activities. However, the campaign’s success and powerful messaging has brought these regions on board – they have given it their own twist and taken it out to market. And there you have it, a campaign that went viral – at Kaspersky.

Client testimonial

“This campaign has been a first for Kaspersky Lab. Be Ready for What Next has resonated not just with our target audience in order to achieve our business objectives, but also our regional marketing teams across North America, Europe, Russia, Emerging Markets, Japan and Asia Pacific - who have ensured successful and consistent execution in each of their regions.”

Georgina Gilmore,
Director, Global B2B Marketing
Kaspersky Lab









Infographic







Animation



Twitter and LinkedIn



Emails – 18 languages



Research report





Microsite – 18 languages