IBM/Finextra Future Money event and online programme



Category number: 1

Category name: Best Multi-Channel Campaign

Programme/initiative name: IBM/Finextra Future Money event and online programme

Agency [if appropriate]**:** Finextra.com

Brand or client: IBM

URL or microsite [if appropriate]: www.finextra.com. www.finextrafuturemoney.com

Anticipating the profound business impacts of the digital forces reshaping industries, IBM's Banking and Financial Markets team grasped the opportunity to show others the way by going Social and Digital. At a meeting of great minds, IBM and Finextra co-created a dynamic, multi-channel campaign designed to deliver key industry messages, with the aim of exploiting social and digital tactics, supported by face to face client activities and seller enablement through leveraging Finextra's unrivalled outreach in the Banking sector.

What did we do?

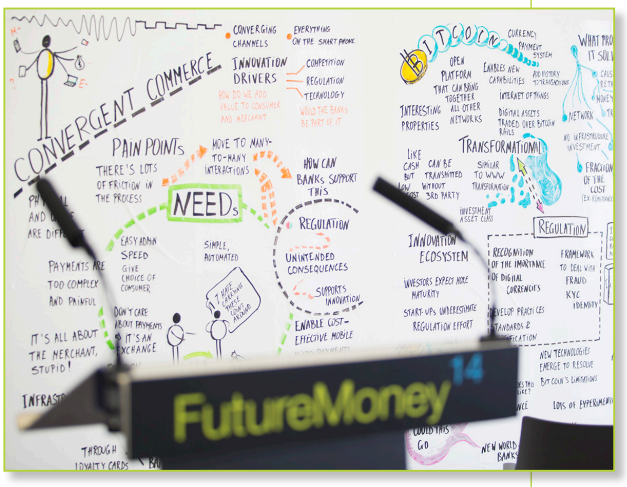
The team:

- Shot issue-based videos with IBM experts
- Developed papers for download
- Blogged about the issues continuously
- Waged an ongoing Twitter campaign, amplified by IBM

Plus IBM walked the talk at numerous industry conferences and ensured that the IBM field sales force were equipped to follow up and nurture any and all opportunities

What happened?

We built a platform for demonstrating IBM's thought leadership, showcasing their thought leaders and driving real business opportunities.



We built market profile from nothing, extending globally with video views of over 375,000 and paper downloads of over 350. Eminence – well, we created a quasi cult following!

We built a community of interest and influence.

Above all, we created genuine new business opportunities.

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About the client company

IBM is a globally integrated enterprise operating in over 170 countries. IBM United Kingdom has around 20,000 employees, bringing innovative solutions to a diverse client base to help solve some of their toughest business challenges. In addition to being the world's largest IT and consulting services company, IBM is a global business and technology leader, innovating in research and development to shape the future of society at large.

IBM helps financial services clients to become more client-centric, balance costs with agility, and improve their risk management and industry differentiation. Our clients benefit from decades of deep industry experience in delivering business and IT strategies that optimise enterprise systems, processes and people to drive profitable growth.

Strategy – broader business issues the company is facing

Anticipating the profound business impacts of the digital forces reshaping industries globally, IBM reorganised itself in 2013 to drive that transformation. Making new markets with first of a kind, spearhead solutions, delivering advantage to the innovators and a competitive spur to those left standing.



IBM's Banking and Financial Markets team grasped the opportunity to show others in IBM the way by itself going Social, Face-to-Face and Digital. Fusing deep industry research and insight with IBM's consulting and universe of software we designed and launched a series of campaigns which extended IBM's understanding of what can be done.

Objectives of the campaign

Campaign objectives included:



- Re-imagine IBM's propositions around core areas within security, smarter mortgages, convergent commerce, payment cards and crypto-currencies by producing dynamic papers and videos
- Resonate with bankers' pain points via social media channels and build an audience and following on these channels
- Be seen by banks as not just as an industry supplier but as a thought leader with the answers to their issues and challenges
- Build a position of trust and respect within the target banks
- Tap the potential of Finextra's omni-channel portfolio to generate business amongst new and existing clients
- Raise profile of IBM executives and support eminence activities

The target audience

Target audience

C-level, business/innovation heads, IT directors, MDs at banks, financial institutions – those within banks with the capability to truly affect the industry



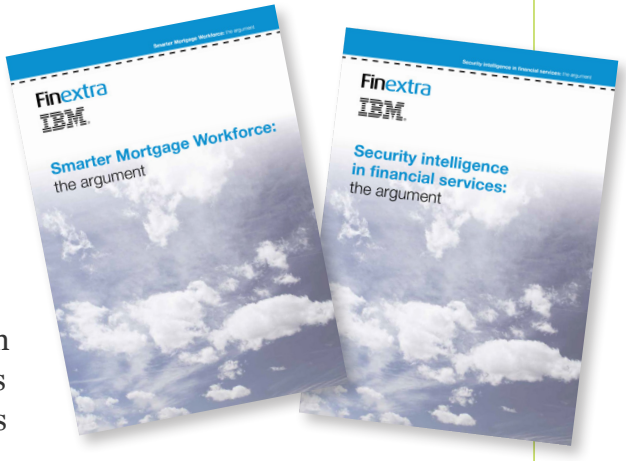
Engagement challenges

- How to sell without selling – emphasis on relationships, trust and subject matter expertise
- Difficult to generate face-to-face meetings and opportunities
- Complex business and IT challenges and long sales cycles

Media, channels or techniques used

Assets included:

- Videos, papers and blogs
- 4 x video interviews on crypto-currencies, security, convergent commerce and smarter mortgages with IBM executives conducted by Finextra journalist
- 2 x industry papers jointly produced by IBM and Finextra on e-security and smarter mortgages – building on themes from videos



- Promotional assets for these products included: targeted email shots to database participants, contextual display advertising and sponsorship of daily e-newsletter
- Blogs within Finextra platform written by IBM subject matter experts to further reinforce thought leadership, messaging and subject areas
- Future Money breakfast roundtable participation – pre-event participation in run up to main Future Money event to support pre-event networking, meeting set-up and thought leadership so delegates already lined up for meetings and familiar with messaging prior to event



- Future Money sponsorship – headline branding, speaker slots, meeting/networking point and innovate live image scribing of panel sessions
- Future Money follow up business surgeries – Finextra/IBM set up business drop-in surgeries giving attending and no-show delegates the chance to meet IBM experts and give business advice (maintaining awareness and contact with leads)



Why this media mix?



- The modern banker consumes information via a number of channels including videos, blogs, news and event attendance
- Given the long sales cycle, repeated engagement in a variety of forms is a must
- Use of Finextra brand and audience – IBM were able to open doors via Finextra's reputation as a global news provider and trusted source of content designed to assist banks in overcoming their business and IT challenges

Timescales of the campaign

- Dec 2013: Asset planning and research
- Jan 2014: Content production
- Feb 2014 Content distribution and downloads
- March 2014: Roundtables participation
- April 2014: Future Money participation and surgeries follow up
- April 2014: Analysis and follow up

Budgets

- Future Money sponsorship/ 2 x roundtables/follow ups: GBP 16,000
- 4 x videos, 2 x papers, blog production and promotion: GBP 16,000



Results

- Video and blog views: 375,000 views across Finextra/IBM YouTube channel/site
- Paper downloads: 350 from multiple global institutions
- Social media discussions – the social media buzz of the Bitcoin video led to a quasi-cult following for the IBM interview participant
- Built social media presence: over 1,500 new followers on LinkedIn and 6,967 finextra blog reads in four months from a base of zero
- Speaker event invites: multiple speaker invites to conferences – rate card equivalent value: £150,000
- 50 meetings from roundtable and Future Money event
- Pipeline opportunities – multiple opportunities valued upwards of £50 million

Client testimonial

We built market profile from nothing, extending well beyond the UK and Europe. The videos have been viewed hundreds of thousands of times and show no sign of tailing off. Our papers have been downloaded in every corner of the planet.

We have built a loyal readership of several thousand who now seek out our commentaries on the issues we are campaigning on.

We have built an international followership of Twitter users; journalists, competitors, government agencies, academics, buyers whose own followership runs to hundreds of thousands.

We have built out our networks of industry connections via LinkedIn.

And the really good news is:

It's cumulative. We are accelerating on all fronts. All response trends are Up.

It's the future. We are known, We are trusted, We are out there. We have built a presence

Above all. It works

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Appendix

Video interviews:

Bitcoin: Richard G Brown: http://finextra.com/video/video.aspx?videoid=513
Smarter Mortgage: http://www.finextra.com/video/video.aspx?videoid=526
Smarter Security: http://finextra.com/video/video.aspx?videoid=532
Convergent Commerce: http://finextra.com/Video/video.aspx?videoid=508

Paper downloads:

Smarter Mortgage: http://www.finextra.com/surveys/survey.aspx?surveyguid=3c722b9a-b2cc-49c2-b5d2-2d2f2478289d
Smarter Security: http://www.finextra.com/surveys/survey.aspx?surveyguid=da8be5e9-96e9-4139-917e-6ec0a13b2254

Future Money live blog:

http://finextra.com/news/fullstory.aspx?newsitemid=26016

Reddit Bitcoin discussion:

http://www.reddit.com/r/Bitcoin/comments/1p0fe2/richard_brown_executive_architect_ibm_thinks_the/