[Please use this template as a guide to compiling your entries for categories 1-23 in the B2B Awards 2014 – please also ensure that you have thoroughly read the 'Guidelines for submissions' document, which contains important further information that may prevent you from being disqualified]

Data Center Rap Battle

Category number: 5

Category name: Best Use of Creative

Programme/initiative name: Data Center Rap Battle

Agency [if appropriate]: John McNeil Studio

Brand or client: Juniper Networks

URL or microsite [if appropriate]: http://www.datacenterrapbattle.com/

[Summary page – 200 word max]

There is a battle going down in corporate data centers around the world. The battle between the forces for virtualization and the guardians of the physical network. True as this is, it's also ridiculous. And to point that out Juniper staged a rap battle. The Data Center Rap Battle campaign mixed hip-hop culture with the business-to-business jargon for results that are…well…awkward.

Several elements were created for the socially oriented Rap Battle microsite. Most prominently, the site features Rap Battle videos in which IT geeks choose their sides and throw down in the data center. Site visitors choose winners for the four rounds, watch behind-the-scenes videos featuring the Corporate Rap Coach, and record their own rap they can share on social networks—along with animated GIFs, memes, downloadable beats and a ringtone.

The big winner of Rap Battle? Juniper MetaFabric, which delivers the best of both worlds. It's the only sane approach to this unlikely battle.

[specify your word count here, for the summary only, not the entire submission] 155 words

[Main submission- 1000 word max]

About the client company

Who are they? What do they do? What industry do they operate in? What's their history?

Juniper Networks, Inc. is an American manufacturer of networking equipment founded in 1996 by Pradeep Sindhu. It is headquartered in Sunnyvale, California, USA. The company designs and sells high-performance Internet Protocol network products and services. Juniper's main products include *T-series*, *M-series*, *E-series*, *MX-series*, and *J-series* families of routers, *EX-series*Ethernet switches and SRX-series security products. Junos, Juniper's own network operating system, runs on most Juniper products.

Strategy – broader business issues the company is facing

What issues or challenges did the organisation face?

How to get embattled network IT professionals to learn about Juniper's new MetaFabric architecture? It's not a product, but a unique way to think about physical and virtual networks. To rise above the category clutter, Juniper needed to make a big impact on a small budget.

Objectives of the campaign

How did this campaign aim to address this and add value to the business on a more general level?

Our biggest battle, was winning the attention of busy IT execs. We broke the standard mold and did something deliberately over the top—treating IT people like people, who enjoy a bit of inside humor. By making light of the truth, Juniper demonstrated its leadership and the entertainment factor made the campaign more likely to be shared.



The target audience

Who was the campaign designed to appeal to? What particular issues are there associated with appealing to this particular audience?

Data center and network architects, CIOs, and network administrators at midsize to large companies who are deeply into hobbies like server virtualization, data center management, IaaS and the ever-popular SaaS.



Media, channels or techniques used

This focuses on the campaign itself. What was the mix of media? Why was this chosen? What was the mechanic? Was there an offer? How did this respond to the challenge of communicating with the target audience?

Below are some key takeaways:

- Overall the campaign delivered 132MM impressions and generated 5.3MM total engagements at a highly efficient $.10 cost per engagement (CPE). Engagement was classified as an individual who landed on the Rap Battle site and took an action - such as watched a video, generated a meme, etc.
- For past campaigns we have typically seen CPE come in around $1-$3 for a campaign.
- Included in the 5.2MM Twitter engagements were the following:
  - Retweets: 9.8K
  - Replies: 998
  - Follows: 16.5K
  - Clicks: 5.1M
  - Favorites: 15.3K
- The top paid media traffic driving sources were:
  - Google Display Network
  - Flipboard
  - YouTube
  - Twelvefold
  - Ars Technica

Timescales of the campaign

This section must explain which activities happened when – eg. research, planning, phase one, phase two, follow-up, reporting analysis

Phase 1: Freedom Fabric (aka MetaFabric)

- Briefing approximately 9/18
- Went live 10/29

Phase 2: Rap Battle

- Briefing 10/30
- Went live 12/19

Budgets

Information provided must include break down of media and other marketing resources purchased and agency fees.

Is there a way to keep this information confidential? Thank you.

Rap Battle Video, $233,000
Freedom Fabric Microsite, $28,050
Rap Battle RM Assets, $38,950
Rap Battle Ad Unit Assets Phase 2, $9,750

Results

This section is crucial – if information is commercially sensitive, percentage figures for targets hit and ROI attained are acceptable. Content must explain which measurement technique was being used and why – eg. brand awareness, leads generated, size of pipeline etc.

Rap Battle delivered 132 million impressions and generated 5.3 million engagements at 10 cents per (CPE). We classified an engagement as landing on the site and taking an action, such as watching a video. Past campaigns fell within the $1–3 range.

Rap Battle's 5.2 million Twitter engagements included 9.8 thousand retweets, 16.5 thousand follows and 15.3 thousand favorites. Responses to Twitter-targeted ads were tracked along with other paid media, and the volume of these highly efficient engagements skewed the campaign CPE lower.

Client testimonial

A direct quote from a marketing decision maker involved in the project, confirm its success and achievement of objectives, and ideally why it is worthy of winning an award.

"First off. Great to see these results and ROI. $.10 CPE is nearly unbelievable to me. Those could be CPI numbers in most campaigns. It shows that the content resonated very well for the target audience and the right content can be a huge multiplier on any media buy, which in this case it clearly was. That said it also tells me we probably ***underspent*** on our media buy. We were no where near a point of diminishing returns on this campaign ROI and we could have engaged the target audience with much more reach and frequency before wear out set in."

Brad Brooks, Chief Marketing Officer, Juniper Networks

[specify the word count here – for the main submission not the summary] 532 words

Supporting material supplied

List any supporting material or presentation boards here.

Please refer to presentation board (PDF) in zip folder

Appendix

Additional material or images that do not form part of the main submission can be placed here.

Please refer to the slide summarizing the paid media performance of the Rap Battle campaign (Data Center Rap_Battle - Category 5.pptx)