FINALIST 2013

B2B AWARDS

BIRDDOG®

CATEGORY NUMBER: *3*

CATEGORY NAME: *BEST USE OF LIVE-EVENT MARKETING*

PROGRAMME/INITIATIVE NAME: *STIRRING THE CITY*

AGENCY: *BIRDDOG*

BRAND OR CLIENT: *XUBER*

URL OR MICROSITE: *XUBER.COM*

BD - Best Use of Live Marketing FINALIST(F).indd 1 06/09/2013 14:46



SUMMARY

As the newly branded company formally known as the 'insurance software arm of Xchanging', Xuber needed a launch that would make a positive and memorable impact on senior insurance decision makers and influencers within both existing customers and new prospects.

With most of the target audience concentrated in the City's Square Mile, a buzz needed to be created before a high profile launch evening at SushiSamba in the iconic Heron Tower.

At 5am on a cold October Monday morning in EC3, a high-intensity guerrilla campaign kicked into action.

Based from a central location, equipped for the event with industrial coffee machines, luxury coffee was mixed by 36 award winning baristas. Xuber 'butlers' then either hand delivered the coffee on trays to specifically targeted high footfall destinations near the base, or were ferried to key destinations (outside leading commercial insurers / Bank underground) on an iconic Xuber branded double-decker bus.

Despite the scheduling, narrow time windows, logistics and operational complexity, 3,500 commuters were treated to the finest silver service.

This intense live event formed an integral part of a commercially successful launch, but succeeded in its specific aim of gaining reach, publicity, and raising significant market awareness within the defined geography.

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ABOUT

Xuber was formed in 2012 when Xchanging, the global provider of business process, procurement and technology services, underwent a strategic re-branding and re-positioning of its insurance software arm.

Xuber's commercial software solutions form the strategic platforms from which some of the largest insurers in the world run their businesses.

Drawing on over 30 years of experience as part of Xchanging, Xuber serves more than 130 brokers, insurers, reinsurers, managing general agents and carriers in over 40 countries across the UK, US, mainland Europe and Asia Pacific.



XUBER BUS OUTSIDE HQ

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STRATEGY

Commercial insurance businesses are naturally adverse to risk and change. Xuber needed to create an impact in a highly competitive field, but faced a number of challenges:

- Senior IT and business decision makers and influencers in this sector are notoriously difficult to reach let alone motivate to change.
- Previously, Xchanging's insurance software arm was a small business unit hidden within a global corporation, with no existing brand awareness to leverage.
- Prospects, competitors and insurance market analysts didn't have Xchanging on their radar.
- Its software was not seen as a strong threat by competitors.
- Due to previous negative customer experiences, the new brand needed to gain trust.

Having invested £20m in its insurance software, a fast track integrated campaign was considered necessary to launch the Xuber brand and new solutions software suite, overcome market perceptions and gain immediate ROI..

Timing of component elements of the campaign was critical, many of the tactical elements had to coincide or investment would be compromised.

The most visible aspect of the campaign would be the live event.



XUBER BARISTA



XUBER COFFEE

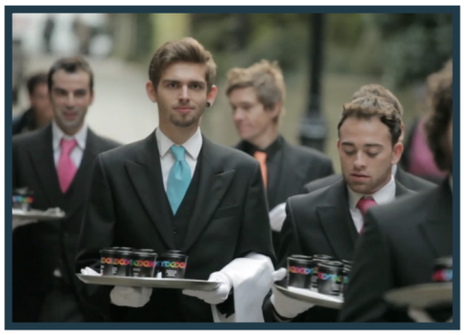




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OBJECTIVES

- Unveil Xuber and its £20 million investment in software.
- Gain reach, publicity, and raise market awareness within the defined audience/ geography.
- Create 'word of mouth' buzz around Xuber.
- This event had to demonstrate that Xuber meant business.



XUBER BUTLERS ON THE MOVE

Quantitative:

- Press coverage of at least 10 articles across different tier one publications in the insurance / technology space.
- Viral social media coverage: 50+ Social Mentions.
- As part of the bigger integrated campaign, to generate pipeline increases of £10m.



SILVER TRAY SERVICE



STIRRING THE CITY



GUERRILLA CAMPAIGN. WATCH THE VIDEO:
http://youtu.be/Y3WGGb00GHA

TARGET AUDIENCE

Senior IT and business decision makers within insurers, reinsurers, brokers and managing general agents from the world's top insurance firms.

C level execs (CIO, CTO, COO) as well as Head of Claims, Head of Underwriting within existing customers and prospects.

Industry analysts and the media (as buyers of commercial insurance software are heavily influenced by recommendation).

Indirectly as a result of the event, employees of target companies.

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TECHNIQUES

Given the majority of Xuber's audience worked within London's 'square mile', an ambitious live-event was proposed to deliver reach, immediate impact, relevance and noise.

The insurance industry was developed in London's coffee shops in the seventeenth century. Drawing on this heritage, the concept for a guerrilla event was simple...

...freshly brew and hand deliver thousands of branded cups of freshly brewed to early morning commuters at key locations.

A high degree of risk surrounded this innovative, but ambitious plan:

- Short lead-time to launch - only four weeks for planning and pre-production, including all communications / licensing / logistics.
- A huge logistical challenge - making and delivering large volumes of coffee as a mobile service, within a narrow commuting window, was untested.

The bigger integrated Xuber brand launch campaign involved a number of associated activities that the guerrilla event would be able to harness:

- Multi-format advertising on every poster site at Bank underground for the month preceding the event gave Xuber 'station domination'. Bank was a prime spot for the guerrilla audience with a huge footfall.
- A DM campaign invited targeted contacts to attend an exclusive launch event at Sushi Samba in the Heron Tower the day after the proposed guerrilla event.
- A full social media and online banner campaign fuelled interaction and drove traffic to the Xuber corporate website. This included establishing Twitter, Linkedin, Pinterest, Facebook and Google +, providing a ready social media platform.



THE BRAND STORY. WATCH THE ANIMATION:
http://youtu.be/HxmZr-JiV74



BANK UNDERGROUND

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Initial planning involved finding a suitable location (an old, centrally located pub) to base operations from. Electrical / water supply issues were overcome, as were licencing and securing of:

- The finest coffee beans
- Coffee shop standard machines
- Top baristas
- Xuber 'butlers'

Key locations around the City were chosen to maximise exposure and impact. A fully branded double-decker bus ferried the butlers, silver trays and coffee from the pub hub to target destinations.

The guerrilla activity kicked off 5 am as the City started to stir, and entered its most dynamic period in the 6 - 9 am commuter rush.

Xuber Customer Relationship and Account Managers went to individual key customers, prospects and launch evening enquirers with a fresh coffee, generating excellent customer feedback and social media interaction.

As the morning wore on, the bus was specifically stationed outside the offices of prospect companies, as well as the Lloyd's building to ensure maximum visibility from the key demographic.

Whilst pre-planning before and military precision on the day were essential to creating a stir, agency and Xuber staff rallied together to ensure its success.

650,000 COFFEE BEANS

3,500 CUPS OF COFFEE

76 BUTLERS/BARISTAS

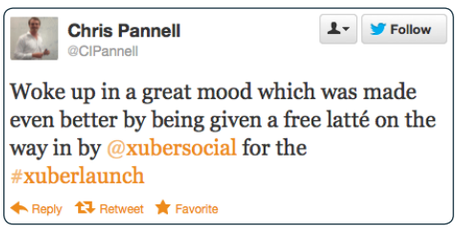
1 ICONIC DOUBLE DECKER BUS



LLOYDS BUILDING



CITY STREETS





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TIMESCALES OF THE CAMPAIGN

Planning: August

Launch creative: September

Live event: 15th October

Launch evening: 16 October 2012

BUDGETS

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



BIG BEN



HQ



PICCADILLY CIRCUS



THE SHARD

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RESULTS

- 3,500 cups of coffee distributed in four hours in EC3.
- Social media following, across 5 channels, rose by 538% in the month post launch, 3,319% to May 2013.
- Top news story across all tier 1 insurance media publications on or near launch day. There were 34 pieces published, with a combined reach of 4 million plus, including 26 covering the launch itself.
- 220 people attended the launch evening the day after the guerrilla activity, 3 times the target.
- A significant uptake in demo requests / new business enquiries were registered, with 27 new prospects all seeking software demos.
- Pipeline opportunity figures were provided to judges in the original submission but are commercially sensitive and therefor confidential..

TESTIMONIAL

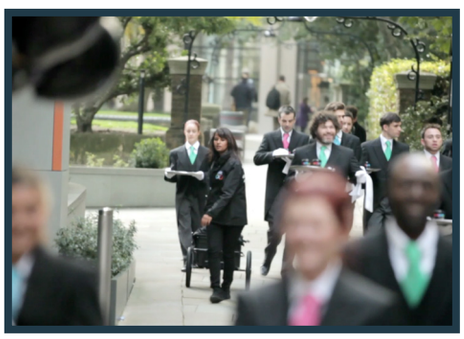
"Amazing use of guerrilla marketing differentiated us from any competition and you utilised our brand messaging superbly."

G. Case, Director of Marketing - Xuber

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SUPPORTING MATERIAL SUPPLIED

1 x Board



XUBER BUTLERS ON THE MOVE



SILVER TRAY SERVICE

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