FINALIST 2014 B2B AWARDS

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Helping Oracle Make an Impact With Joe

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HIGHLY TARGETED DECISION MAKER CAMPAIGN

Momentum executed a campaign to help Oracle get the attention of senior stakeholders in its Barclays customer account. This explored the theme of 'Customer Experience for Generation Y' with a video – shown through the eyes of Joe, a 19 year-old cartoon character.

Joe made a big impact with a small budget. He broke away from predictable IT communications and told the story in a simple, everyday way.

This entry is an excellent example of corporate decision marker-targeted campaign:

- Breaking down the complexity of Barclays & widening the reach across several buying centres/departments
- A compelling and highly engaging communications strategy
- Each marketing touch worked to progress contacts from not knowing Oracle through to creating transformational customer experience sales opportunities.
- Playing a role across multiple channels – including a PowerPoint deck, PDF, and printed cartoon flipbook.

Thanks to the highly targeted approach, Oracle has been able to initiate new conversations with senior decision makers. This contributes to a longer-term strategy move beyond IT and position Oracle's solutions for customer experience (CX).

Client background

For more than three and a half decades, Oracle has been the leader in database software. Through acquisition and innovation investment, this leadership now spans the entire technology stack - from servers and storage, to database and middleware, through applications and into the cloud.

Strategic context

Focused on the needs of high-value customers

Oracle provides solutions and services to over 400,000 global customers. These include a selection of strategic, high-value Key Accounts that receive executive-level sponsorship and a fulltime dedicated Oracle team.

Account-based marketing

A specialist marketing team supports Oracle's Key Accounts with an account-based marketing framework that treats each customer as a 'market of one'. This customises

activities across the entire marketing mix – from insights and planning through to proposition development and campaign execution.

The Key Account Marketing team looks for creative ways to engage decision makers over a technology buying cycle that can last many months. These complex cycles require engagement with a range of business and IT stakeholders – and often demand a strategic positioning of Oracle's capabilities.

Customer Experience opportunities for Oracle's Barclays Account

As one of Oracle's Key Accounts, Barclays was identified as having sales growth potential in the area of Customer Experience (CX). This encompasses how the Barclays brand appeals to a younger, Generation Y audience through innovations such as social banking, mobile applications and personalised marketing.

CX is also a key investment area for Oracle, which over recent years has made a series of acquisitions and developed a complete suite of solutions, for example in ecommerce, customer service, social relationship management and marketing automation.

About the Barclays-Oracle campaign

Campaign objectives

Oracle asked Momentum to devise an imaginative way to engage Barclays decision makers on the subject of customer experience for Generation Y consumers.

The primary aim was to get the attention of senior decision makers and create a 'conversation starter' as part of a longer-term strategy to promote Oracle's CX capabilities. The focus was not to sell a technology product but to kick start a shift in Barclays expectations of Oracle.

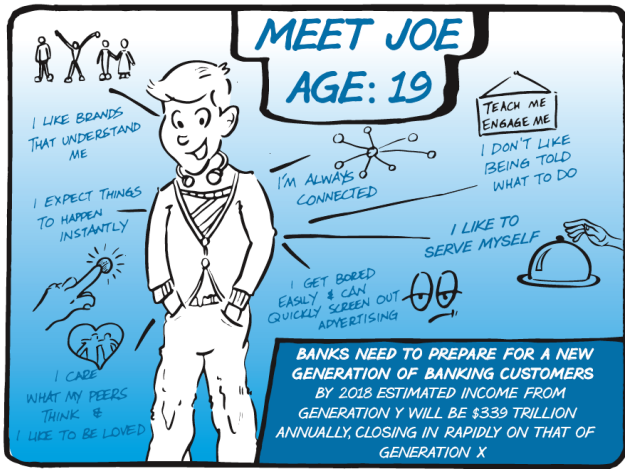
The campaign's objectives were to:

- Identify key decision makers & break down the complexity of reaching them
- Inspire the bank with a CX vision for a new generation of consumers.
- Make Oracle stand out with a fresh communications approach.
- Develop a creative idea with the potential to go viral across Barclays.
- Create a concept that could be repurposed across multiple channels to increase the nurturing potential.

How we approached the campaign

We knew that to stand out with complex enterprise like Barclays (including Barclays Retail Bank, Corporate Banking, Wealth Management and Barclaycard) we'd have to make an immediate impact. So we broke away from traditional B2B communications to create Joe – a 19 year old cartoon character.

As part of the campaign, we undertook an extensive research exercise to understand Barclays objectives for customer experience, initiatives they already had underway and priorities of key decision makers. We also profiled the key decision makers to ensure the campaign would resonate and deliver high impact.



Here's Joe – he helped us tell Oracle's story to Barclays.

We used Joe in a video to talk through the needs of Generation Y banking customers and what this means for Barclays. Joe did this in simple terms and with a touch of wit.







Joe helped us show Barclays what next-generation banking could look like.

While Joe created a light-touch, entertaining tone, he also helped us to present more challenging concepts – particularly around the disappointment customers have with their bank.

We used Joe to ask the difficult questions.

Through Joe, Oracle was able to push new boundaries without the constraints of its corporate voice - exploring the 'Gen Y Challenge' in terms of everyday banking processes. This brought a fresh approach compared with many industry communications, abstract whitepapers and infographics.

Creating high impact with decision makers

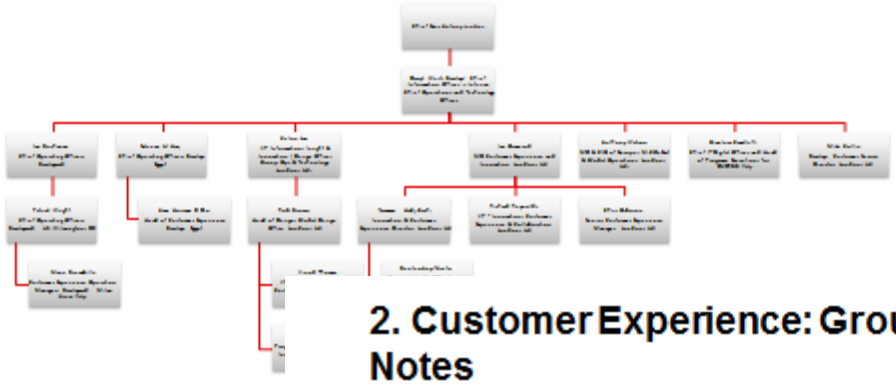
With such a complex enterprise, reach the right decision makers was essential. As a result, we worked as part of a small, tightly-focussed team to:

- Understand the decision makers in depth before building the campaign
- Messaging and planned communication touches aligned to deliver high impact across the banks divisions and senior stakeholders
- Play a role across multiple channels – including a PowerPoint deck, PDF, and printed cartoon flipbook.



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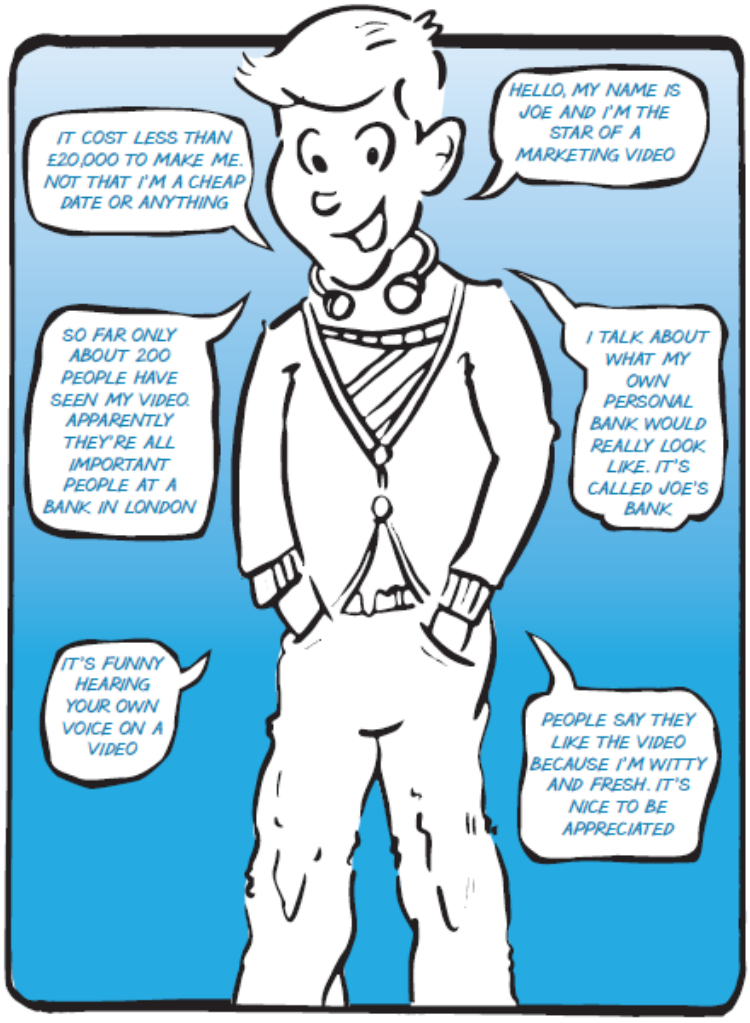
2. Customer Experience: Group operations



2. Customer Experience: Group operations Notes

- **Darryl West** is interim Group Chief Operations and Technology Officer - reporting directly to Chief Exec Antony Jenkins. He leads the operations and technology organisation in delivering world class and innovative processes and systems focused on creating a "go-to" customer and client experience.
- **Patrick Wright, Chief Operating Officer, Barclaycard US; Wilmington, DE**
  - Leads the technology and operational strategies and capabilities for Barclaycard's US business. Manages c. 3k employees, $260m in OPEX
- **Kelvin Lau, VP Information, Insight & Innovation, Design Office, Group Ops & Technology**
  - Responsible for Customer & Client reporting at Group level, including Net Promoter Scoring, for key Customer & Client Experiences globally across the Group
  - He has established a cross-functional team to deliver new technologies & insight solutions for senior business & operational teams.
  - He led use case design & application delivery for industrial-scale analysis of unstructured data and operational insights, including Complaints, Customer Surveys, Social Media, Client Intelligence for Investment Banking, Digital & Mobile User Experience.
  - He knows Oracle and was a recent guest speaker at Oracle Openworld

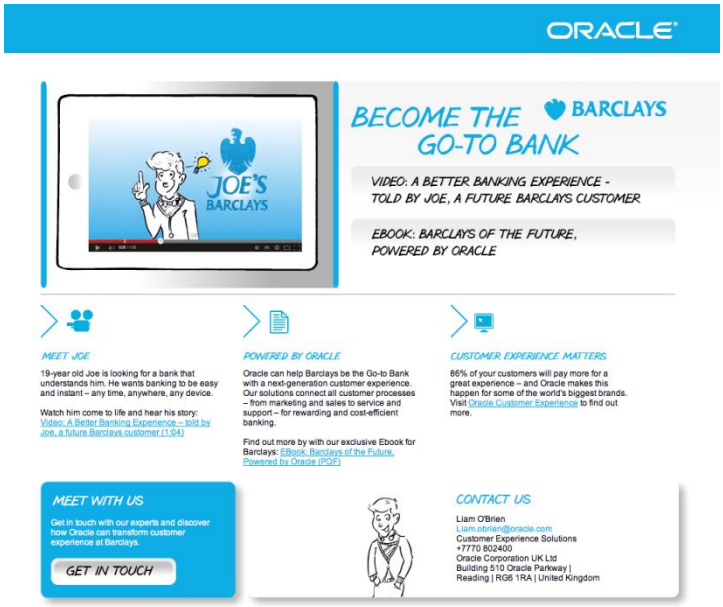
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We used Joe to reach the Barclays audience in a variety of ways.





Target audience

The campaign reached:

- Over 200 individuals across Barclays who own a part of the Customer Experience.
- Senior decision makers at Barclays.
- Non-IT stakeholders across the business.
- Brand new contacts in both UK and US teams.

Media and channels used

The campaign nurtured contacts and followed these steps:

- Research- Build net new contacts to target of the right profile
- Insights- Understand drives, goals, objectives of decision makers
- Messaging- Mapping the messaging to resonate with the profiled decision makers. Building channel deliver to meet the channels used by the decision makers.
- Video – Once the story was created we built a Video to reach the digital stakeholders
- Offline/Print- this was used with VP level and above (cartoon flipbook)
- Email communications driving to landing page
- Online – video and landing page
- Telemarketing- next nurture touch
- Email communications sharing thought leadership on Customer Experience
- Account team follow up- for senior/handpicked contacts
- Video-in-a-card- this is currently underway with SVP level and above.

Campaign timescales

The project started in Nov 2013 and was ready for execution at the end of Jan 2014. A campaign started in March and the follow up is currently underway.

Budget

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

Results

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

Client testimonial

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

List of supporting material

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



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