B2B awards 2013

Category number: Category 8

Category name: Best use of Content Marketing

Programme/initiative name: Public Perspectives

Agency: Base One

Brand or client: Vodafone, Public Sector

URL or microsite [if appropriate]:
http://www.guardian.co.uk/public-leaders-network/vodafone-partner-zone

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Summary (200 words)

Our research told us that Public Sector decision makers would rather listen to their peers than their suppliers. So we built a bold campaign around 'hero content' of Vodafone customers, creatively packaged, produced and channelled – an innovative way of associating Vodafone with efficiency and effectiveness in the Public Sector, without directly talking about our capabilities. The result was to hit KPIs two months early, and exceed targets by 10-15%.

An integrated through-the-line awareness and engagement campaign that challenged how Public Sector Decision Makers see Vodafone's capabilities.

Key aims for the campaign were:

– to increase awareness of the role Vodafone plays in improving the efficiency and effectiveness of Public Sector

– to raise understanding of Vodafone's capabilities approved under the PSN framework

– to initiate conversations around specific issues

Base One created a content-led campaign, themed on 'Public Services Reform', covering issues leaders looked to solve through technology and exploring what it's like to deliver public services today. The hero content consisted of video interviews of public sector leaders talking about their challenges.

Supporting content included: emails, how-to guides, resources roundups, articles, case studies, PSN manifesto, infographics, advertorials, online display ads, live online Q&As, research and an online digital survey.

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About the client company

Vodafone is the only UK company to own both a fixed and mobile network. They are dedicated to helping transform organisations and deliver tangible benefits to them through better ways of working. Vodafone works throughout the public sector right across the UK, helping organisations improve their processes, change the way they use physical spaces and enable their staff to do their best work. Ultimately, they help them meet real and pressing challenges with innovative, positive solutions. Vodafone can now provide a unique combination of strength across fixed and mobile communications and cloud-based computing platforms to the public sector. This is achieved through the combination of the PSN Connectivity and Services framework, allowing them to meet the needs of Public Sector organisations.

Strategy – broader business issues company is facing

The aims Vodafone set out to address within Public Sector were to first and foremost challenge preconceptions that Vodafone was just a mobile network provider and to position themselves as a facilitator of change for Public Sector organisation throughout the UK. They also wanted to educate decision makers and influencers on the range of services they are able to provide under the approved PSN Framework. Finally they wanted to start engaging decision makers around specific issues and demonstrate how Vodafone can help them solve.

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Objectives of the campaign

Vodafone's main objective for this campaign were:

- increase awareness of the role Vodafone plays in improving the efficiency and effectiveness of Public Sector
- raise understanding of Vodafone's capabilities approved under the PSN framework, with a focus on: central gov, local gov, healthcare and police
- engage relevant Public Sector decision makers/influences around specific issues

The campaign aimed to achieve the objectives by creating content that focused on specific issues Public Sector leaders were looking to address with technology and for that content to carry the Vodafone branding and a message that highlighted the opportunities that exist for Public Sector to solve their challenges with technology and become altogether more efficient and more effective organisations. It was also critical that the content would be promoted and distributed through channels where our audience felt comfortable to engage on.

The campaign's content, under the Public Sector Reform theme, was tailored to each of the four vertical segments: healthcare, local gov, central gov and police, as well as tailored to each of the key issues identified in the leaders' interviews around: people, processes, services, budget cuts and the role of technology.





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Target audience

Decision makers and influencers in UK Public Sector organisations. Specifically: c-suite and line of business contacts (customers and prospects) in police, healthcare, central and local government. The challenges to appeal to this audience were primarily based on selecting the best channels for maximum exposure and reach and engaging with what is a known time-poor audience.

Media, channels

The campaign used a mix of media buys that included a sponsorship deal with The Guardian Online and a number of smaller media buys with: New Statesman, Police Life, Police Professional and Public Servant. The Guardian media buy consisted of the sponsorship of three Public Sector Leaders Networks and one Partner Zone. The Partner Zone hosted content created by Base One on behalf of Vodafone; the Networks hosted content created and controlled by the Guardian Editorial teams. The smaller media buys included advertorials, online display ads and solus bulletins.

Social media channels included: Twitter, YouTube and LinkedIn.



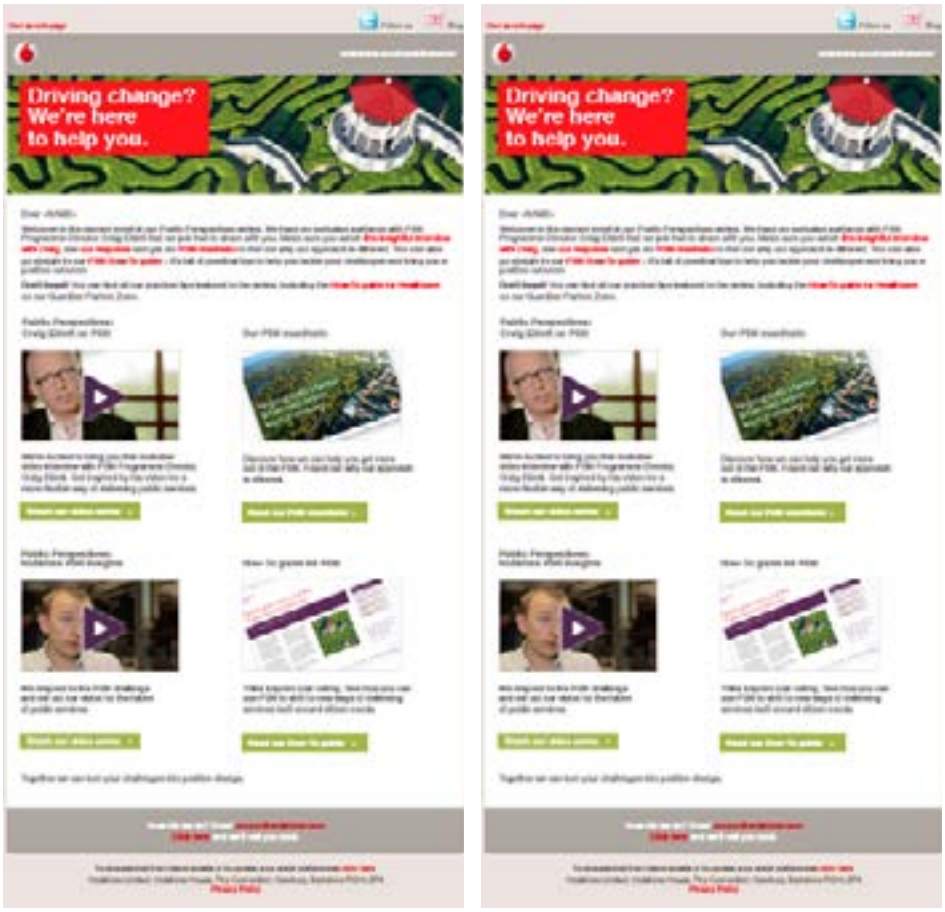
Timescales

Research: Mar-Jun 2012
Planning: Jun-Aug 2012
Campaign Development: Sept-Oct 2012
Implementation: Oct 2012-to date
Launch: 15th November 2012
Reporting: monthly
Campaign period: Nov 2012 to June 2013

Budgets

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

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Results

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