[Please use this template as a guide to compiling your edited case study entries for categories 1-23 in the B2B Awards 2015 – please ensure you take out any confidential information and do not add or change any content]



Category number: 21

Category name: Best brand initiative

Programme/initiative name: Your Ideas. Connected.

Agency [if appropriate]: John McNeil Studio

Brand or client: Juniper Networks

URL or microsite [if appropriate]: http://www.juniper.net/us/en/dm/ideas/

[Summary page]

Juniper Networks has always been a challenger to the status quo—with a vision of a better way to connect everything and empower everyone through advanced network products and services.

While a known quantity to information technology (IT) professionals, there has been a shift in how network buying decisions get made. As business overall has become more technological in nature, business leaders have increased their influence on IT purchases. The financial industry is a perfect example of this, where the velocity of information is integral to success.

To get them to engage with our brand, we needed to enlist them in our battle as we fight against the false economies of white-box data centers, cloud offerings that come with proprietary strings attached, and incomplete security strategies. To make this point most emphatically, we launched our campaign in the center of the financial industry, Manhattan, with messages that were deliberately stirring and provocative in content and style.

We did this with a series of geo-targeted OOH executions aimed at the financial industry that resembled protest posters. And “Don’t Fence Me In,” a series of Web films featuring some beleaguered IT cowboys who bet on the wrong cloud.

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196

[Main submission]

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 a manufacturer of advanced networking technology 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?

Juniper has been traditionally viewed as the networking category's "challenger brand". The problem Juniper faced was that few executives could identify Juniper's differentiated offering: technologies that can help companies build powerful, open, private clouds that span various network and technology platforms. Our goal was to make this message resonate with key executives who don't think about network, but are obsessed with the possibilities of the cloud. Enter our geographically targeted multi-media campaign: "Your Ideas. Connected.™"

Objectives of the campaign

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

The network industry is in the midst of a major transformation. The old standards of closed, proprietary systems that require an 18- to 24-month cycle for developing new network services are giving way to the new: open, scalable "clouds" that promise radical improvements in business agility, service delivery team and cost-efficiency.

Our main business objective was to get the Juniper Networks brand on the radar for business and IT decision-makers at 22 financial service companies Juniper targets in Manhattan. This was to be measured through pre- and post-campaign surveys. The client conducted 90 interviews prior to the campaign to set a baseline—with 50% of respondents selected from targeted accounts and the rest from other financial institutions in the same ZIP codes. The post campaign interviews consisted, and 121 interviews—71% of targeted individuals—were conducted after.

Respondents were asked to name vendors that came to mind when thinking about networking solutions for the cloud, which were the thought leaders in the category, and if they had seen specific advertising related to Networking Solutions for the Cloud.

In the first category, Juniper Networks went from a single mention lumped in with the bottom 30 companies in the space to 16% awareness. This put them at sixth among all companies listed and ahead of Verizon, Apple, Oracle and VMware. The top five included Cisco (the network industry leader with 45%+ market share), Microsoft, IBM, Amazon and Google—all companies that have spent many times Juniper's annual budget for several years.

As for the advertising campaign itself, Juniper went from 1% recall to 12% in just seven weeks. An additional 10% of respondents recalled seeing the "broad graffiti style" ads, but were unable to recall the brand.

The target audience

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

Our audience was C-suite and line-of-business executives and decision-makers at financial services organizations who are open to taking a new approach to the network if it means they can move with greater agility, deliver innovations to market faster, scale on a dime, and reduce costs overall. They are less technical than Juniper's usual target—network IT professionals. But they have the leverage to look beyond the status quo and the motivation to find something better. Because of the geographic concentration of these professionals in Manhattan, the campaign media plan and creative were optimized for the locale.

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?

In order to test this new message, Juniper Networks decided to test it on a single vertical market they could reach in a single metro area. The financial services industry is a key vertical for Juniper because these data-driven companies live and die on the agility and performance of their networks. And a large number of them have their headquarters within a very small area of Manhattan. This allowed us to micro-target the companies and key executives we wanted to reach with enough messages to make it look like Juniper was launching a much larger campaign. So everywhere they went in Lower and Midtown Manhattan, they were likely to see a billboard, taxi top, bus shelter, or wild posting from our campaign. We were in Grand Central Station and on ferryboats stopping in the Financial District. And pub mats in local watering holes. We even had videos playing in the elevators of buildings at key prospect locations, many with specialized messages depending on the location.

The ads themselves had a bold, provocative look that resembled hand-painted protest signs and headlines that challenged the old ways of thinking in a way Juniper never had before.

The campaign included a series of tongue-in-cheek Web films we called "Don't Fence Me In" that depict a pair of modern "cowboys" riding the wide open spaces of the new cloud, only to run into a few unwelcome obstacles caused by old, proprietary networks.

Timescales of the campaign

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

Research: May 2014
Production: June 2014
Go Live/In Market: July 2014 through August 2014
Reporting Analysis: October 2014

Budgets

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

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

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.

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

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.

"The striking visuals of the outdoor campaign combined with clever YouTube videos to dramatically increase Juniper's brand awareness in one of the world's most saturated media markets. The targeted campaign opened doors to new strategic financial services prospects, and was hugely popular with the local Sales team." - Michael Callahan, V.P. of Marketing

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Supporting material supplied

List any supporting material or presentation boards here.
Presentation board, images, video links

Submission ends