





Category number: 6

Category name: Best use of digital techniques or technologies

Programme/initiative name: IBM Predictions

Agency: OgilvyOne

Brand or client: IBM

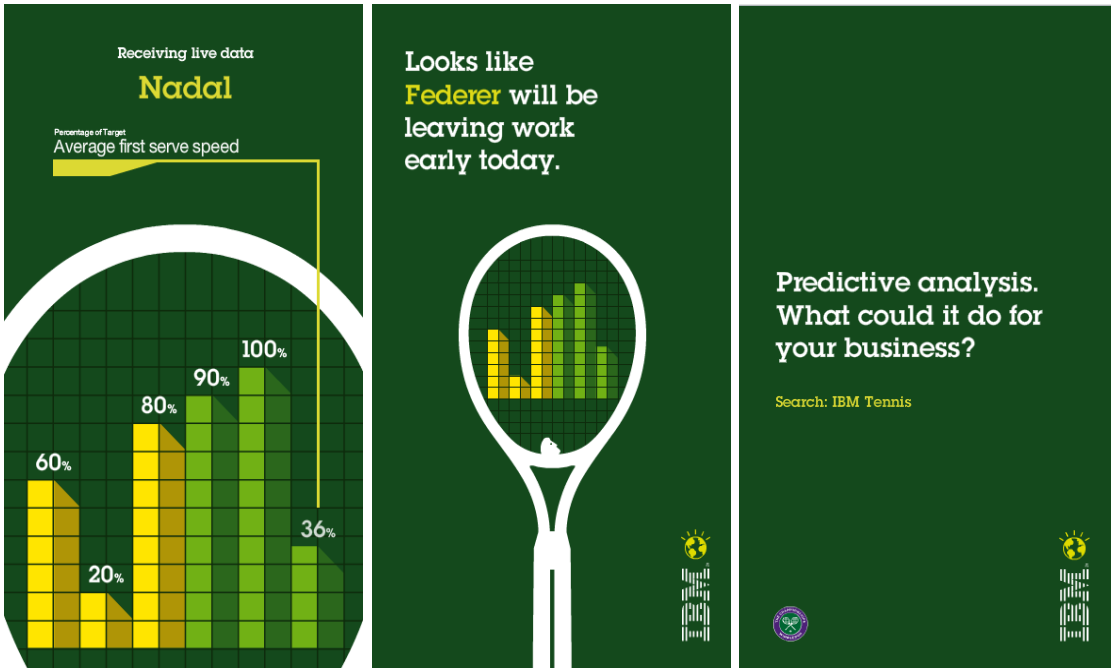
Summary

Business is hard to predict. Anyone in business knows this. What they might not know is that IBM has data analysis software to help companies make better predictions. But saying it isn't enough. IBM needed to prove it. To do that we used the same analytics tools somewhere equally unpredictable: Wimbledon. We used these tools to analyse player data and identify the 'keys' to each player's success. 'Keys' were then used to make real time predictions on whether players would win or lose. Analysing live game data, IBM predicted results across the tournament with a 93.8% success rate. Digital posters delivered these real time predictions to captains of industry in their place of work.

The central message was this: if IBM analytics software can predict results in tennis then imagine what it could do for your business.

This campaign delivered a number of digital firsts:

- Business-grade analytics software was used to accurately predict a sports result using data, which was digitally distilled into an advertising message
- The message was delivered via an all-new digital channel
- Live data was streamed to this channel for the first time



About the client company

IBM is a globally integrated enterprise operating in over 170 countries. Today IBM UK has around 20,000 employees, bringing innovative solutions to a diverse client base to help solve some of their toughest business challenges. In addition to being the world's largest IT and consulting services company, IBM is a global business and technology leader, innovating in research and development to shape the future of society at large. IBM's prized research, development and technical talent around the world partner with governments, corporations, thinkers and doers on ground breaking real world problems to help make the world work better and build a smarter planet.

Smarter Analytics is IBM's approach to business analytics. The insights revealed through Smarter Analytics can help businesses make better, faster decisions and automate processes.

Strategy – broader business issues the company is facing

One of IBM's challenges is to be seen to offer software and analytics solutions, rather than infrastructure and services alone – in particular amongst business decision makers.

Objectives of the campaign

IBM has a long standing partnership with the Wimbledon Championships, helping collect data and statistics from every point of every match, much of which features in the TV broadcast coverage, most notably on the BBC. This data also helps players, coaches and officials analyse performance.

In 2011, IBM introduced its SlamTracker technology at the Wimbledon Championships; SlamTracker can determine how likely a player is to win or lose a match, and predict the outcome while the match is being played.

To make this possible, IBM has tracked and analysed over 5 years of Grand Slam tennis data, amounting to c.39m data points. The analysis helps to identify patterns for individual players when they win. Prior to each match this knowledge is analysed to identify the 'keys to winning' for particular opponents based on historical 'head to head' stats as well as stats against comparable player styles. All these 'keys to winning' are then ranked and filtered to end up with the top '3 keys.'

For example, if Nadal is playing Federer, both players will have '3 keys' to win a match. Nadal's might be that he has to hit at least 70% of his first serves or Federer's that he must come to the net at least 30% of the time. Then against these, each point is rated and tracked through the match – this allows the 'turning points' in the match to be highlighted and fed into a cumulative Momentum Meter.

Our objective was to use IBM's SlamTracker data to highlight IBM's analytics capabilities in tennis, to encourage the audience to think about what IBM's analytics could do for their business and ultimately to engage with IBM.

IBM's predictive analysis software correctly predicted the outcome of matches 93.8% of the time.

The target audience

Decision makers in business who are involved in the procurement of analytics software for their company. They're important because typically they are outside of the IT organisation and don't naturally gravitate towards IBM.

Media, channels or techniques used

To engage our audience, we knew that it was important to demonstrate software and analytics solutions because 'seeing is believing' in the world of software. Therefore, we looked at non–conventional channels which would allow the demonstration but would also ensure effective reach amongst business decision makers.

We took advantage of the strong interest in the Wimbledon Championships to demonstrate IBM's software and analytics capabilities. We used a medium that targets our audience exceptionally well – Executive Channel – a display network that delivers a real-time mix of live news, relevant content and full-motion display advertising in more than one hundred of London's most prominent corporate buildings, with an average dwell time of 40 seconds.

In summary:

(a) We used Wimbledon to make analytics interesting
(b) We used a media channel (Executive Channel) that could deliver a 'seeing is believing' demonstration of software in action
(c) The media channel (Executive Channel) itself indexed very highly against our audience
(d) We used a 'can't miss' media channel (Executive Channel) with 40 seconds dwell time.
(e) We ran the execution exclusively during the 2 weeks of the Wimbledon Championships, i.e. when our audience were most likely to be interested

Given that the objective of this specific communication was to make the audience aware and interest them in analytics from IBM, we did not include a specific offer. However, those who followed the customer journey through to ibm.com would discover a wealth of offers to download, such as case studies, white papers, analytics-powered research and 30 day free software trials.





In situ shots from offices in The City

Timescales of the campaign

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

March – April 2011: Strategic development
May – June 2011: Creative development / production
June 20th – July 3rd 2011 (Wimbledon tournament): Campaign Live
Post-Wimbledon: Reporting analysis

Budgets

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

Results

- **ROI**

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

- **Media budget / results**

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

- **Success in delivering impact amongst hard to reach senior business decision makers**

    - From post campaign research, brand recall was 27% higher than the next nearest brand advertised in the medium.
    - The call to action: 'Search: IBM Tennis' contributed to a 67% CTR; nearly 5 times higher than the previous year.
    - Overall Cost per Click dropped by 30% in comparison to previous year's CPC and overall CTR went up by 56%. This shows the high interest and engagement with IBM messages on search engines for Wimbledon related queries.

Client testimonial

"This campaign combined an innovative integration of IBM analytics capabilities with an exciting creative approach. Delivering it via the Exec Channel screens provided a highly targeted way of reaching our business audience. And the research shows that it was both efficient and effective, so we will be continuing to evolve this approach for Wimbledon in 2012"

Rosemary Brown, IBM UK Brand Advertising Manager

Supporting material supplied

Preview links:

Racket
http://preview.ogilvyeurope.com/ibm/2050258_Wimbledon_Exec_Channel/racket.html

Generic Racket
http://preview.ogilvyeurope.com/ibm/2050258_Wimbledon_Exec_Channel/racketGeneric.html

Ball
http://preview.ogilvyeurope.com/ibm/2050258_Wimbledon_Exec_Channel/ball.html

Generic Ball
http://preview.ogilvyeurope.com/ibm/2050258_Wimbledon_Exec_Channel/ballGeneric.html