FINALIST 2013
B2B AWARDS

the marketing practice

CORPORATE DECISION MAKER-TARGETED CAMPAIGN

AIMING HIGHER

AGENCY: THE MARKETING PRACTICE
CLIENT: CANON EUROPE

SUMMARY

Canon Europe helps large organisations change the way they manage information to be more efficient and improve customer experience. But many businesses still think they just do printers and cameras.

- Aiming Higher was created to start strategic conversations and create first appointment leads with a CMO/CFO/CIO-level (C-level) audience in the UK, Germany and the Netherlands
- Each target received extracts from their latest annual report, marked up with Canon Europe proof points that aligned to their objectives and addressed the major issues of each organisation
- It was supported by a communications strategy that cut through the noise with a C-level audience, for example by making the most of relationships with PAs
- The programme exceeded sales lead targets (31 against a target of 19) and repositioned Canon Europe's offering with large businesses
- The approach is now being applied across more European markets

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Tola Omotayo, UK Practice Lead Sales Manager, Canon Europe

ABOUT THE CLIENT COMPANY

For 55 years Canon Europe has been applying its business technology expertise to a wide variety of industry challenges. Its Enterprise Services arm focuses on providing large organisations with solutions that are tailored to strategy – helping them make operational, marketing and process improvements.

STRATEGY – BROADER BUSINESS ISSUES THE COMPANY IS FACING

SENIOR DECISION-MAKERS THINK CANON EUROPE JUST DOES PRINT

Aiming Higher needed to change this perception and raise awareness and interest in Canon's strategic services offering.

CUTTING THROUGH THE NOISE WITH BUSINESS LEADERS

Leaders of large organisations in the UK, Netherlands and Germany are inundated with marketing communications. If Aiming Higher could cut through the noise, the resulting projects would be high value and provide critical references for Canon Europe's broader services.

We needed to show C-level prospects that a strategic partnership with Canon Europe – instead of a tactical implementation – could help them drive long-term growth.

AIMING HIGHER

A programme created to address C-level challenges head on. We didn't want to spend time explaining how we could help, instead we used their annual reports to show them exactly where we could help.

MAKING IT PERSONAL

A personalised approach would demonstrate the value of Canon Europe's strategic support and promote the benefit of setting up an exploratory, peer-to-peer meeting with the Canon country MD.

OBJECTIVES OF THE CAMPAIGN

HIGH VALUE LEADS

The programme needed to deliver:

19 leads with C-level contacts

From **193** European accounts

BUILD SENIOR RELATIONSHIPS

Canon Europe wanted Aiming Higher to escalate conversations with and prospects to a strategic level and position Canon Europe as a trusted partner.

DEMONSTRATE THE ROI OF A CENTRAL APPROACH TO EUROPEAN MARKETING

Canon Europe's goal was to roll out the Aiming Higher programme across more countries after the UK, Netherlands and Germany. The initial programme needed to demonstrate the benifits of a centrally managed, multi-country programme.

THE TARGET AUDIENCE

C-LEVEL CONTACTS

The programme targeted those who have strategic oversight of the business in large organisations across the UK, Germany and the Netherlands – CMOs, CFOs and CIOs. We also targeted transformation, innovation and strategy contacts .

A CASH-RICH, TIME-POOR AUDIENCE

We knew the target audience were swamped with marketing communications. Our approach got straight to the point and addressed their strategic objectives. It 'cut through' because:

- Recipients would immediately recognise their annual report
- We highlighted practical comments based on analysis of the reports and a pre-prepared matrix of Canon Europe messages
- We ensured the content was simple, concise and with a clear value proposition
- The main call to action was a peer-to-peer discussion with Canon Europe's Managing Director for their country.


Canon
Where will your vision take you?

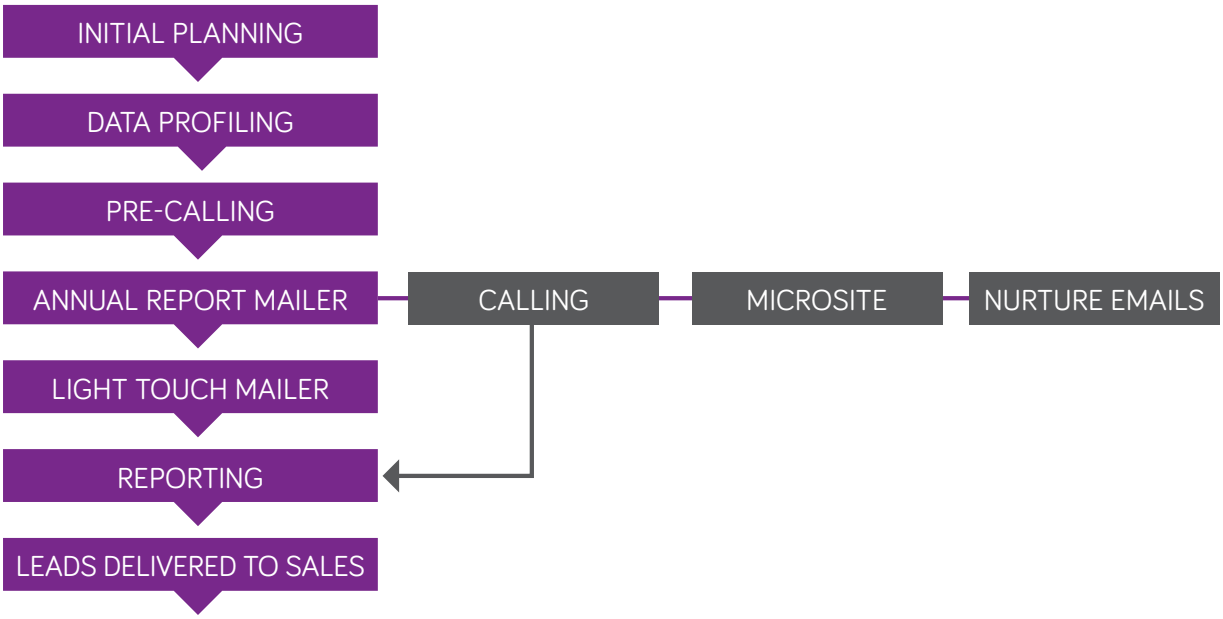

Where will your vision take you?


We Chief
Be Chief


Where will your vision take you?
Canon



MEDIA, CHANNELS OR TECHNIQUES USED



INITIAL PLANNING

The programme kicked off by selecting key target accounts (based on propensity to buy and proposition fit) and building a comprehensive messaging framework.

DATA PROFILING

The Marketing Practice's data team built core target data and ensured that essential contacts were included in the programme.

PRE-CALLING

Pre-calling to PAs ensured that the target contacts were correct. We also made recipients aware about the upcoming DM, to make sure it was read and not ignored.

ANNUAL REPORT MAILER

Contacts received a personal DM from the Canon country MD containing extracts from their latest annual report with post-it note style annotations showing exactly where Canon Europe could help. Annotations were positioned as a starting point for a more in-depth discussion between the target contact and the Canon MD.

LIGHT TOUCH MAILER

An additional DM was sent as a follow-up, going into more detail about Canon Europe's proposition. Keeping contacts 'warm' and driving greater interest.

REPORTING

Weekly reports kept Canon Europe sales teams informed of progress and helped Inside Sales teams drive greater traction with subsequent calling. Inside Sales worked 1-2-1 with Canon Europe sales teams throughout.

CALLING

Contacts received a personal DM from the Calling focused on gauging interest and securing meetings. All intelligence was added to a weekly report that was sent back to the client – calling teams also helped plan meeting agendas for Canon Europe MDs and salespeople.

MICROSITE

We developed a dedicated microsite, containing case studies, reports, research and additional details of Canon Europe's offering.

NURTURE EMAILS

Personalised nurture emails were developed throughout. Offering additional clarity, detailing meeting agendas and increasing interest in the programme.

RESULTS

FROM 193 TARGET ACCOUNTS WE EXCEEDED OUR TARGET AND DELIVERED:

31 leads (target: 19)

UK: 19 leads (target 10)
Germany: 6 leads (target 4)
Netherlands: 6 leads (target 5)

67 opportunities to nurture (target: 41)

As early as the first month of the typical 18 month sales cycle, a single deal has already covered the cost of the programme.

The programme has a predicted return of 49x the investment.

ESCALATING THE CONVERSATION

Canon Europe is now having many more strategic conversations, for example:

- A large car manufacturer is now speaking to Canon Europe about how they can streamline their contract renewals process
- A large telecommunications organisation is now speaking to Canon Europe about shortening customer onboarding and improving customer experience

MOVING FORWARD

The programme has proved its effectiveness. Canon Europe is confident that the centralised approach works and is in the process of rolling it out in more European countries.

CLIENT TESTIMONIALS

"The results from Aiming Higher have been fantastic. It's really demonstrated the value of creating a strong peer-to-peer communication that addresses key business challenges and backing that up with a clear plan to get the message in front of them. It's also a testament to the potential benefits of centrally managing Europe-wide marketing programmes."

Adam Poole, European & UK Marketing Business Strategy Director, Canon Europe

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