B2B Marketing AWARDS 2012 FINALIST

BT Expedite & Fresca Multichannel Retail Specialists

Category number: **3**



Category name:

Best use of live event marketing

Campaign/initiative name:

BT Lighting up the High Street: The future of retail showcase at the Retail Business Technology Expo

Agency: **JP Creative, Westhill & Broadview**
Brand or client: **BT**
Word Count: **995**

How do you convince people that what they think they know about a household name is only scratching the surface? At BT Expedite, BT's retail technology specialists, the most common comment we get is: "I had no idea BT did all this!"

We provide services to support multichannel retailing; everything from point of sale, supply chain solutions and e-commerce to loyalty programmes, payment services and email marketing.

Unfortunately a lot of BT people and their customers have no idea we do all this either...

So we needed to make a statement and The Retail Business Technology Expo provided the perfect platform. With 220 exhibitors and 6,201 visitors, it's a focal point for the retail technology community and this year it was built round us – we literally drove a 'bus' into the middle of Earls Court and the event was set up around it.

But there's no point being centre stage if you've no audience, script or supporting cast. So we had to an almighty scramble to:

1. get all of BT behind a joint proposition under one campaign banner
2. create a dozen innovative technology demos to take on the road
3. make sure enough people came to see us.

[200 words]

About the client company

BT is one of the world's leading providers of communications services and solutions, serving customers in more than 170 countries.

BT Expedite is BT's retail specialist division. Our products and services cover every area of retailing and our customers include Aurora Fashions, Farrow and Ball, JJB Sports, Mothercare, New Look, Pets at Home, Primark, Thomas Pink and WH Smith.

Strategy – broader business issues the company is facing

BT is one of the biggest and best known brands in the UK. And that's the problem. Everyone thinks they know what BT does – phones and broadband. But we have a huge range of products and services tailored for a variety of sectors, including retail.

We're unique in the marketplace by being able to offer a complete retail solution from just one supplier. Unfortunately, many salespeople in other BT lines of business are unaware of how we could help their customers.

So we had to find a way of getting a joined up message out to retailers (and our own internal sales channels to get them working for us) to help bring our multichannel proposition to life.

Objectives of the campaign

The campaign aimed to:

1. generate a new business sales funnel pipeline of £8m (average deal size: These details were provided to judges in the original submission but are commercially sensitive and therefore confidential)
2. accelerate existing opportunities
3. fill the funnel with new leads and grow the contact database
4. create a united front for BT in retail and showcase our retail technology capabilities

To achieve this, we negotiated with The Retail Business Technology Expo to do something a bit different and they agreed to give us centre stage with the largest stand at the show. So we drove a bus into Earls Court...

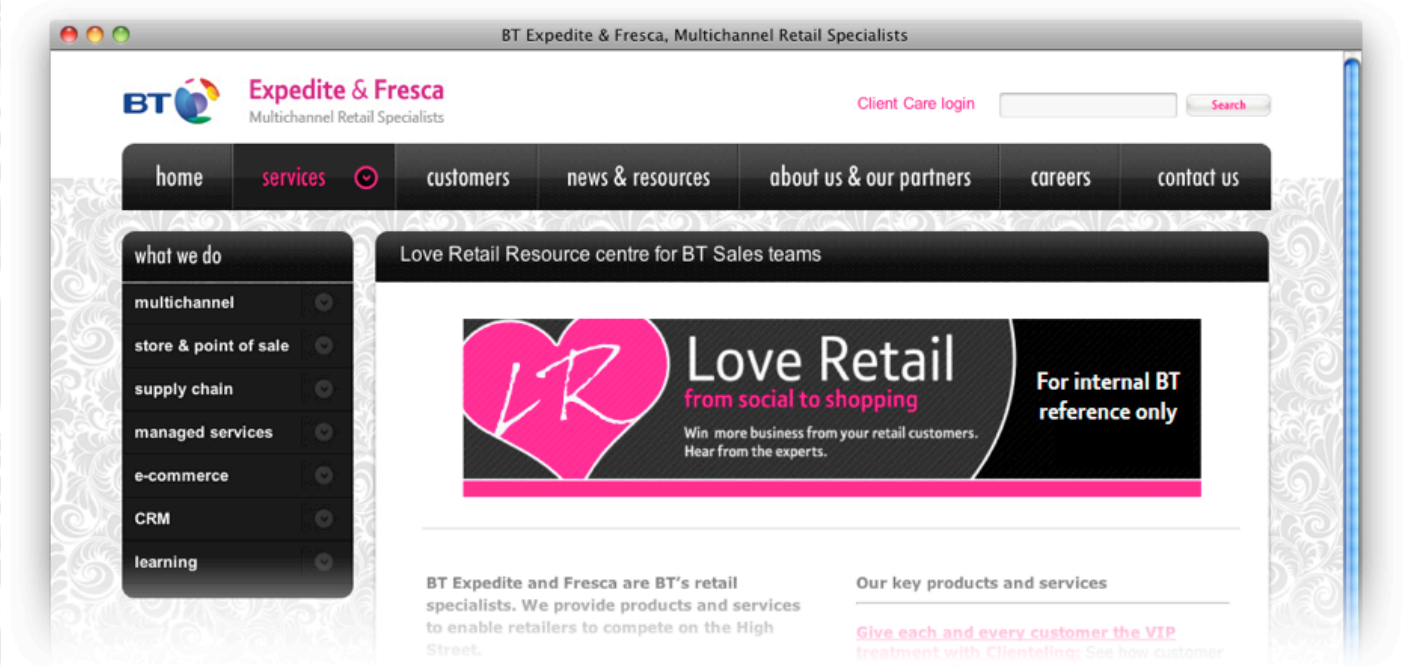
This was our Vehicle for Change, a mobile technology showcase which we used to house our Future of Retail – Lighting up the High Street.

The target audience

Our target audience was split into two distinct groups:

1. **External:** retailers with a turnover of £25m a year and at least 35+stores (200 tills) or aspirations to sell £2m+ online.

2. **Internal:** sales channels across BT lines of business.



Media, channels or techniques used

This was a fully integrated marketing campaign culminating in a two-day event at Earls Court. To ensure its success and meet our challenging targets, we created:

- an internal **'Love Retail' sales engagement event** to drive support from other BT lines of business
- **emails** encouraging delegates to sign up for a personalised tour sent to our and the exhibitor's database
- **editable email templates** making it easy for sales people to invite customers and prospects
- a dedicated **event and registration webpage** www.btexpedite.com/loveretail



Figure 1 Retail Business Technology Expo BT exhibitor announcement email



Figure 2 BT editable email invite template

- **blog articles** and **pre- and post-event videos** outlining our vision and driving awareness of our participation
- **tweets** announcing participation and personalised tours
- **banner ads** on the Retail Week technology blog to drive awareness to our key audience



Figure 3 Banner advert

- a **telemarketing and LinkedIn** invite campaign
- **YouTube video** featuring our acting CEO driving interest ahead of the Expo
- a set of **six brochures** presenting, for the first time, a joined up BT retail proposition

Figure 4 Lighting up the high street brochures



- 16 **technology demos** including the 'crowd pulling' Holographic Greeter!
- **pan-BT PR launch** for new retail research including a media tour of the bus
- **post event webpage** including videos, reports and interviews: www.btexpedite.com/retailexpo12



Figure 5 BT Vehicle for Change mobile demo 'bus'

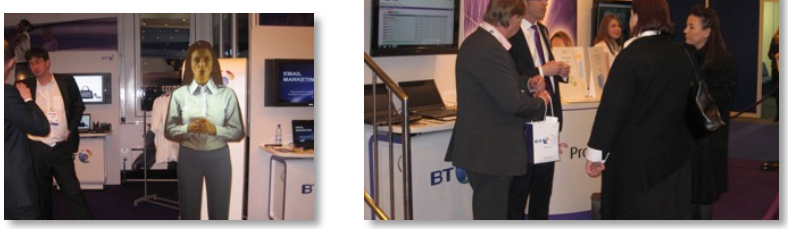


Figure 6 Photos from the BT showcase, including the holographic greeter

Timescales of the campaign

June/July 2011 – initial research and discussions with the Expo organisers

September 2011 – agreement on using the Vehicle for Change

October 2011 – initial PR activity

January-February 2012 – internal sales campaign, Love Retail event and collateral creation

January-March 2012 – partner demo negotiation

February 2012 – two-phase promotion campaign

March 2012 –collateral sign off, demos and bus set up, the expo and post-event campaign

Budgets

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

Vehicle for Change: **£0** (already purchased by BT Global Services)

Event collateral: **£12,500** (agency costs)

Other exhibition stand and set up costs: **£17,000**

Videos: **£5,500**

Total = £35,000

Note: costs were kept down by leveraging as many of BT's internal services as possible.

Results

Objective: deliver 60 personalised showcase tours (each hosted by a BT sales person to uncover leads and qualify opportunities) and a sales funnel pipeline of £8m

Results

New business sales funnel pipeline and contact database

- 150 new contacts added to database
- 40 leads currently being qualified
- 31 leads passed to sales (stage 2)
- 6 qualified leads (stage 3) pipeline value £5m (These details were provided to judges in the original submission but are commercially sensitive and therefore confidential)
- 2 opportunities (stage 4) in contract negotiation, value £5m (These details were provided to judges in the original submission but are commercially sensitive and therefore confidential)
- **Total pipeline value = £10m, 25% over target**

Objective: create a united front for BT and showcase our retail technology capabilities in the most engaging way possible

Result

Expo tours

- 1,600 retailers invited
- 82 showcase group tours,36% above target (These details were provided to judges in the original submission but are commercially sensitive and therefore confidential)
    - 60 pre-booked (average 3 people per group)
    - 22 additional tours during event
    - 60 different retail firms
    - 230 retailer visitors (186 pre-booked) (350 individuals)
- 12% (744 people) of overall Expo visitors registered directly through BT.

ROI – for £35,000, we drove £10m sales pipeline, £5m of which is already at contract negotiation stage and is likely to close within the next 3-6 months.

Client testimonial

"This was a massive deal for BT. Lighting up the High Street brought the products and solutions together in one coherent proposition for the first time. We were able to show all of our technology in action in one place – and give retailers a real feel for the breadth and depth of our expertise. The event was a huge success."

Gary Sharp, vice president – retail services & supply chain,
BT Global Services

"Having BT's unique showcase, the largest stand at the event, provided our visitors with exactly what they wanted. The messaging and creative design was a huge factor in driving more visitors to the Expo."

Matthew Bradley, Show Manager,
Legend Exhibitions Ltd.

"Excellent stand and great show, I hadn't realised BT had so much breadth in retail." Stand visitor, from Clinton Cards

[995 words]

Supporting material supplied

Two presentation boards.

Appendix

Top 12 Takeaways from Retail Business Technology Expo

Retail Times article in which eight of the 12 featured top technologies from the show were on the BT showcase stand

http://retailtimes.co.uk/top-12-takeaways-from-retail-business-technology-expo-2012/