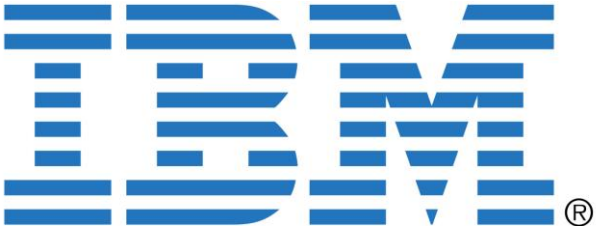
OgilvyOne worldwide

B2B Marketing AWARDS 2012 FINALIST



Category number: 20

Category name: Best B2B lead generation campaign

Programme/initiative name: IBM SmartCloud

Agency [if appropriate]: OgilvyOne

Brand or client: IBM

URL or microsite [if appropriate]:

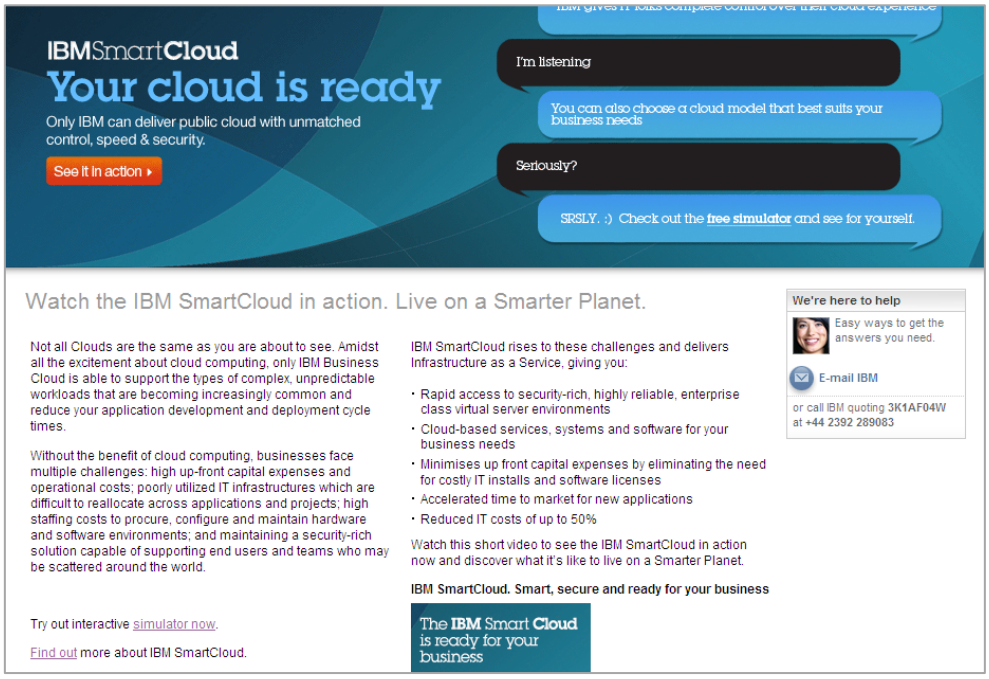
[Summary page]

Cloud Computing is a hot topic in the IT industry; the demand for it is high and all the major vendors have an offering to shout about. Consequently, the noise surrounding it in marketing and advertising channels is immense and, no doubt, overwhelming for potential buyers. All of this leaves market leading brands like IBM with a challenge to stand out, get their message across and sell.

When we created a lead generation programme for IBM's cloud offering we purposefully designed it to be fully measurable, enabling us to optimise the campaign to get the best possible engagement and results.

Our strategy was clear, get maximum coverage to make an impact but then rapidly focus spend on creating leads. To do this we started with a broad range of tactics, ranging from search, display advertising to content syndication and e-newsletters. This gave us the ability to quickly test what worked and what didn't, and then, with the campaign in full flow, change messaging, channels and offers.

The campaign was successful in all terms: in just 7 months, we delivered more leads than requested and reduced marketing's cost per sale significantly.



192 words

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 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.

Strategy

IBM came to market with SmartCloud after many of its key competitors had established themselves in the market and were investing large sums of money into marketing their products. SmartCloud represents a key strategic product for IBM and indeed the market moving forward so competition for our audience's attention was intense.

We understood that we needed to make as much of an impact as possible and establish IBM's approach to this service. To do this a broad-stroke strategy was needed to create a peak in awareness and that then allowed the flexibility to radically adjust the channels and messages as we moved our target market closer to purchase.

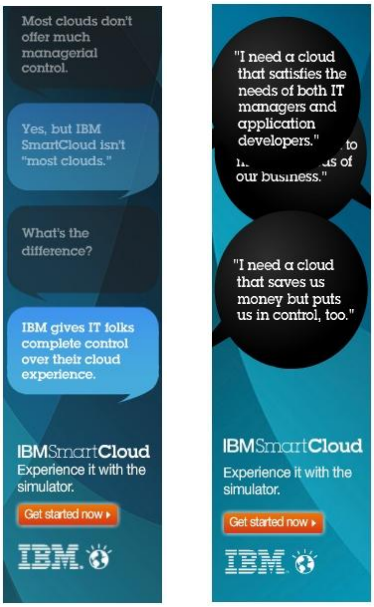
Phase 1: A flying start

We needed to make an impact (with a limited budget) fast, so our strategy was to:

- Focus on the enablers of cloud – IT infrastructure job roles
- Gain credibility for IBM by focussing activity on tech media
- Run creative and messaging testing
- Track end to end responses

Phase 2: Refining the focus

As the campaign matured we then moved into a refining process, constantly using end-to-end report metrics to define the channels and messaging achieving the highest level of conversion from response to lead.



Head to head tests showed showed

creative on the left outperformed the right

Objectives of the campaign

The objectives were two-fold

1. To create awareness of IBM's cloud offering in a highly competitive marketplace.
2. To drive quality leads for IBM's SmartCloud solution amongst large enterprises.

The target audience

Our audience were IT decision makers and infrastructure specifiers within large enterprise and across all industries. While these are not a new audience for IBM, the offering was new and our understanding of what would work from a marketing and messaging perspective limited to what had worked in other products areas.

Media, channels or techniques used

Phase 1: A flying start

As we needed to make up ground and learn the market we chose a wide range of channels and customer journeys in order to learn what worked best for us. These included

- Email campaigns to cold lists with data capture and tele follow-up
- Email with an e-commerce site
- Web syndication of content with tele follow-up
- Search with data capture and then tele follow-up
- Search with an e-commerce site
- Banner advertising with a landing page, data capture form and tele follow-up
- Banner advertising with a landing page, data capture form
- Homepage takeovers with landing pages and data capture forms
- Contextual adverts with an e-commerce site
- Contextual adverts with a landing page and data capture form

Within these user journeys we tested promotional offers, creative, messaging and thought leadership assets.

Phase 2: Refining the focus

As the campaign matured we were able to refine the tactics that were working best for us ending with:

- A clear preference for creative and messaging
- An understanding of the ROI of including an promotional offer
- An understanding of which asset worked best
- Refined user journeys
- Web syndication was partnered with qualifying questions to increase conversion
- An onsite experience that struck the balance between education and lead generation

For example, when we went out to our cold list, we targeted IT enablers across all sectors. We found that certain sectors responded best, which led us to adapt our search strategy to target these industries.

Timescales of the campaign

- April: Strategy development
- April – June: Campaign live
- July – Sept: Review Q2 activity and refine strategy based on outcome (for Q3)
- Oct – Dec: Review of Q3 activity and refine strategy based on outcome (for Q4/Q1)

Budgets

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

Results

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

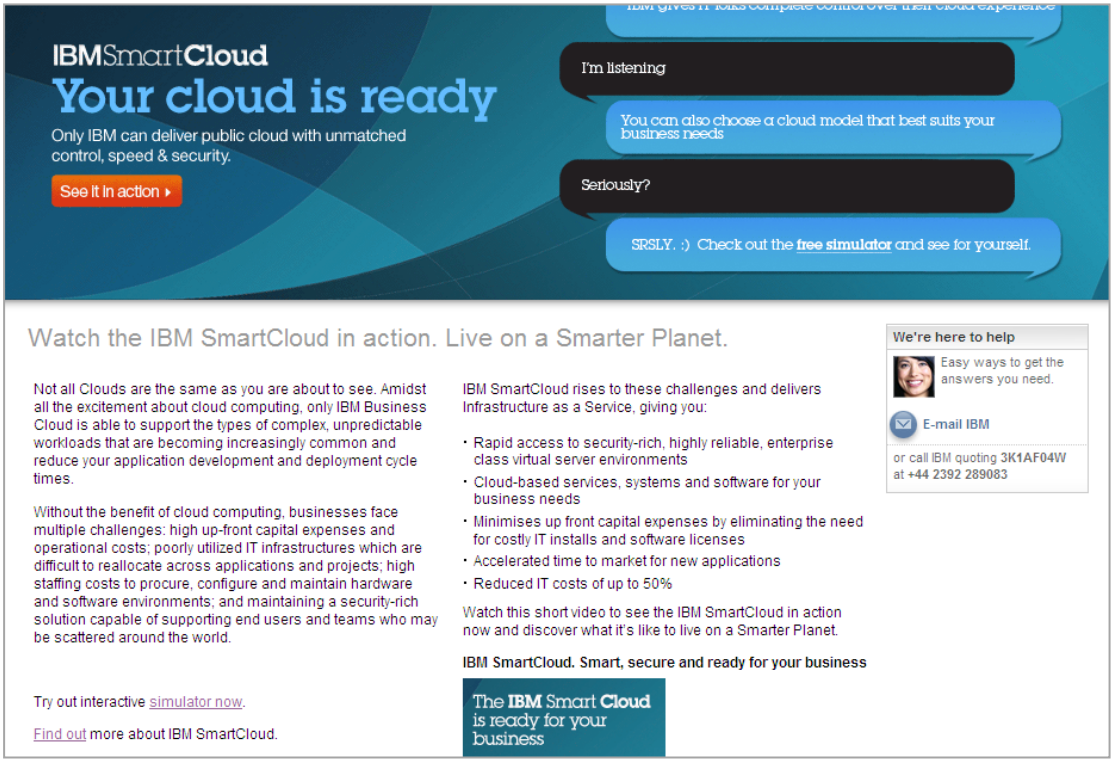
Client testimonial

We worked with Ogilvy to develop a strategy for our SmartCloud campaign in 2011. The campaign has delivered above expectation and generated much interest from other geographies. The test and learn marketing best-practice approach is now being replicated in other campaigns. **David Somerville – Demand Generation Manager IBM**.

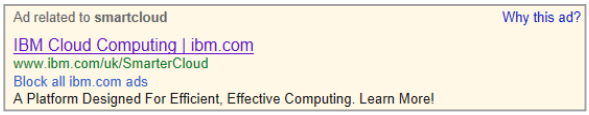
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Supporting material supplied

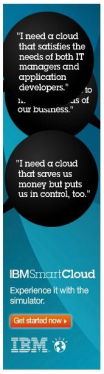
Boards also supplied













Submission ends