QOSMOS
Your Network is Information

B2B Marketing AWARDS 2012
FINALIST

Category number: 11

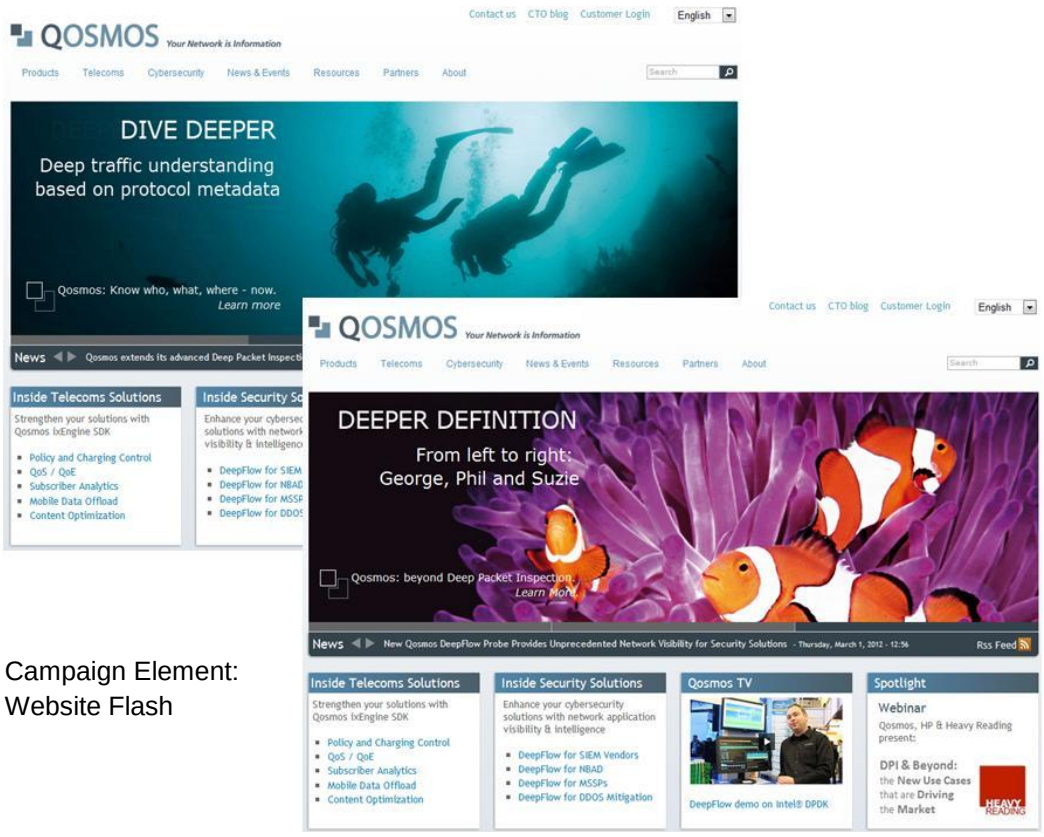
Category name: Best limited-budget campaign

Programme/initiative name: “Deeper” Campaign

Agency: Goffredo Puccetti at the Pôle Créatif Épinay/Orge

Brand: Qosmos

URL: http://www.qosmos.com/



Campaign Element:
Website Flash

Summary

Qosmos develops software that is embedded into larger solutions to provide detailed visibility into communications traffic as it travels over networks. Qosmos operates in a very narrow and technical market niche, but with a broad applicability across horizontal industries.

Qosmos needed an eye-catching campaign that would instantly convey its value proposition to an audience unfamiliar with the time and money-saving benefits.

Goffredo Puccetti proposed “Deeper” as a theme that immediately communicates Qosmos’ main brand attribute: greater visibility inside network traffic. This theme was extended to create an integrated campaign targeting specific audiences (i.e. cybersecurity, telecom). Deep sea images provided stunning visuals and placed the audience outside the technical context.

With 80 employees, Qosmos is a small company. Its customers and partners, however, are large market leaders. Qosmos needed to present an image of a successful company with an established product line and the means to promote and support its offering. It was essential to span all core marketing channels and gain maximum impact from a limited marketing budget.



“Deeper” was conducted on a budget of £29K and resulted in Y/Y increases of:

- 149% lead generation
- 74% sales pipeline
- 50% unique website visitors

(192 words)

Main submission: 993 words (1000 word limit)



Campaign Element: Banner Ads

About Qosmos

Qosmos offers a line of Network Intelligence (NI) software and appliances that transform networks into information sources. It does this by providing visibility into communications traffic as it travels over networks, in real time. Qosmos' customers are vendors of other software and hardware solutions who use NI capabilities to build innovative new applications for their own customers in the telecom and cybersecurity industries.

Strategy – gaining impact on a limited budget

Qosmos operates in a very narrow and technical market niche, offering a technically advanced product set to customers not always familiar with the time and money-saving benefits provided by Qosmos. In addition, Qosmos technologies have applicability across several horizontal markets, including networking, cybersecurity, and telecom.

As a small specialist company pioneering a new technology, Qosmos was faced with the challenge of defining a new market category, reaching as many people as possible, developing brand awareness and conveying a simple, effective message on a budget of under £30K. Qosmos' added difficulty was the fact that it is a very small company marketing to customers, partners and prospects that are large, well-established market leaders.

A campaign strategy was needed to convey not only the value-add of NI technology as a category, but also to communicate directly to a variety of targets within specific industries, i.e. the product managers and executives who make technical decisions. Qosmos needed to present an image of a successful company with an established product line, all on a limited budget.

Objectives of the campaign

The campaign's primary objective was to make an impact with as many prospects as possible with a single, simple message. This meant simplifying the Qosmos value proposition, and associating it with strong visuals. Distribution of the campaign via existing core marketing channels had to be achieved cost-effectively.

Since NI goes beyond traditional technologies such as Deep Packet Inspection (DPI) by penetrating further into network traffic to find previously inaccessible information, the concept of depth and going beyond technologies that are already "deep" became an overarching theme for the product itself, and hence the campaign.

Deep ocean images were chosen to metaphorically depict not only the volume of the network information that could be explored, but the precision with which Qosmos technology could mine it. Diving deeper into this ocean to achieve a purpose is what Qosmos technology enables. The simple associations of ocean and deeper convey Qosmos' essential and differentiating brand attributes instantly.

For Qosmos prospects struggling to enable solutions with deeper traffic visibility, this instant understanding solves significant business obstacles, supporting Qosmos' strategy to "create its category."



Campaign Element:
Computer/Smartphone Screen Background Calendar

The target audience

The campaign's target audience is engineers working for telecom and cybersecurity vendors. Many of Qosmos prospective customers and partners are large market players who can only be reached by strong marketing and communication.

How the budget was optimized

1. *Cost-efficient content creation and agency*

- Qosmos uses a small boutique creative agency with whom we have built a strong relationship over several years and who understand exactly what we need. Nothing is superfluous. There is no retainer fee but instead services are supplied on demand, according to specific projects.

- In addition, the use of high impact imagery gives a good ROI because we purchased rights-free images from on-line suppliers such as i-Stock. There was no use of professional photographers and no fees for professional models.

2. *Inexpensive media and promotion*

- The deeper campaign was deployed on top of core marketing initiatives such as flagship industry events and sponsoring, to promote brand awareness, recognition and convey the “deeper” message.

- Qosmos advertised in extremely targeted industry media such as the Broadband Traffic Management blog and the CyperPro newsletter, which provide maximum visibility in front of our target audience for a low investment.

- A high-end, physical desktop calendar constituted a creative and counter intuitive aspect of the deeper campaign, given the extreme high tech nature of our business. This calendar provided a high ROI because it was much appreciated by key influencers and was refreshed every month.

Budget details

Creative: £8544
- Agency fees
- Creative content

Promotion & advertising: £9879
- On-line promotion & multimedia activities
- Print advertising:
- Web advertising:

Sales tools, merchandising & printing: £11029
- Posters and banner signs
- Desktop calendar
- Collaterals & merchandising

Total: £29452

Timescales of the campaign

Research & Planning
- Campaign planning, creative and branding concept and development: Q1 - Q2 2011

Phase 1: Campaign launch
- New Website launch using “Deeper” graphics Q2 2011
- 1st advertisement of the “Deeper” campaign Q2 2011

Phase 2 – Extended to all marketing activities & channels from Q3 2011

- Trade show branding
- Sales materials and signage
- All advertising and promotion
- Giveaways & merchandising
- Deeper Calendar launched 1st Jan 2012 (desk flip-over and PC version)

Follow-up, reporting and analysis

- 1st results of campaign and ROI communicated in end-of-year reporting and used in marketing planning for 2012
- Campaign success ensures continuation through 2012

Results

The campaign produced year-over-year increases as follows:

- Total lead generation by 149% across geographic sectors (Americas, APAC, EMEA)
- 74% in total sales pipeline
- 50% in unique visitors to the Website
- 225% in membership in the Qosmos-driven Network intelligence Alliance
- From 0 to 10 highly-qualified expert developer partners
- Awards:
  - Deloitte Technology Fast500 EMEA 2011
  - "Cool Vendor" in 2012 by Leading Analyst Firm Gartner Group

The success of the "Deeper" campaign was so profound for Qosmos that when it came time to name a brand new product offering in the first quarter of 2012, we chose the name "DeepFlow Probe."

Client testimonial

Erik Larsson, Vice President, Marketing, Qosmos:

"Pôle Créatif under the creative direction of Goffredo Puccetti did what nobody thought possible: convey a very complex value proposition instantly and clearly, all on a shoestring budget. The Qosmos 'Deeper' campaign has been a great success, both from an image-building and category-building perspective. We couldn't be more pleased."

(998 words)



Submission ends