FINALIST 2014
B2B AWARDS

xuber®
INSURANCE SOFTWARE

Xchanging Technology

Category number: 17

Category name: Best corporate decision maker-targeted campaign

Programme/initiative name: Xuber4London

Brand: Xuber

URL or microsite: xuber.com

Word count: 967

xuber INSURANCE SOFTWARE

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Summary

There's a reason why the London insurance market is 'the place to be'. It's dynamic. It's global. It's changing. And unlike anywhere else in the B2B world, business happens face to face. As such, any campaign targeting C-Level decision makers in the London market needed to be exceptional to stand a chance.

To meet the demands of a market that handles complexity, Xuber created a solution configured specifically for London insurers.

Xuber's target audience comprised of risk-adverse C-Level insurance decision makers - CIOs, CTOs and COOs who needed a compelling reason to get out of their chairs, let alone to change their core software systems.

Xuber had to deliver an event that would entice its audience out of the City. Only one theme worked for this high-profile campaign – London itself. From the save-the-date invitation, through to the music played on the night – every communication surrounding the Xuber4London was inspired by London.

A clear evening on the 29th floor of the Millbank Tower provided a stunning backdrop for an event that attracted 120 C-Level executives to the launch of Xuber4London.



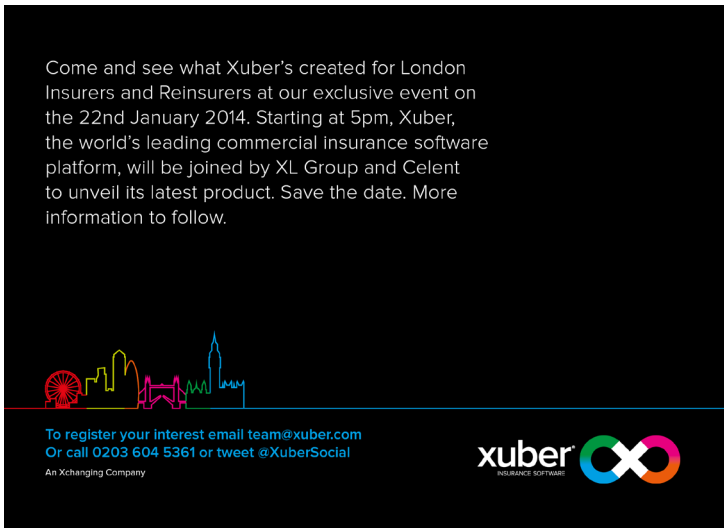
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About Xuber

For over 30 years and as part of the Xchanging Group, Xuber has been providing commercial insurance software solutions to more than 130 brokers, insurers, reinsurers, managing general agents and carriers in over 40 countries across the world.

In a market where global expansion and regulatory change is prevalent, Xuber differentiates itself through its open and configurable software platform that is delivered as a componentised solution or an end-to-end system supporting customers throughout the insurance lifecycle.





Inital placeholder

Strategy

No longer operating as an island, the rest of the world looks to the London insurance market to insure large complex commercial risks because of its expertise in this area.

However, many of the insurance and reinsurance companies in the London market (the ‘Square Mile’) have entrenched competitor legacy systems that are hard-coded, monolithic and inflexible. A common barrier to international reach.

Xuber identified a burning platform for change and created a tailored solution for the London market.





Direct Mail

Challenges

Reaching the unreachable

C-level IT decision makers in the commercial insurance sector are notoriously difficult to reach, let alone motivate to change. They are self-confessed social media 'laggards', and don't often venture outside of their Square Mile comfort zone.

Unlike personal insurance firms that readily adapt their IT infrastructures to reflect consumer demand, commercial insurance businesses are naturally adverse to risk.

The Need

Following a highly successful launch 'Stirring the City' in 2013, Xuber had forged a strong relationship with C-Level executives in the London market. Xuber needed to create an exceptional event for those that handle the exception – an event which drove the compelling benefits of migrating to a solution designed specifically for London.



Collateral

Objectives

With a typical 12 month sales cycle, Xuber needed to secure some strong opportunities in the 1st quarter of 2014.

Quantitative Objectives

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



Venue mock-up

The Target Audience

The campaign was targeted at hard to reach C-Level insurance professionals (CIOs, CTOs, COOs) – with both customers and prospects in London's Square Mile.

Influencers, analysts and journalists.



Event: branded auditorium

Media, Channels or Techniques Used

An exceptional theme for an exceptional audience
The London skyline was combined with Xuber's distinctive colour palate to produce a simple yet highly impactful creative which was used across all elements of the Xuber4London campaign:

Every campaign element pivoted around the London theme, from pre-event marketing, through to the stage, the presentations, the collateral and the music played on the night.

A save the date postcard warmed up the C-level audience, followed by a Xuber4London invitation, within which the London skyline grew in front of the recipient's eyes in a high-value direct mail piece.





Event: branded drinks reception

Pre-event Brand Awareness

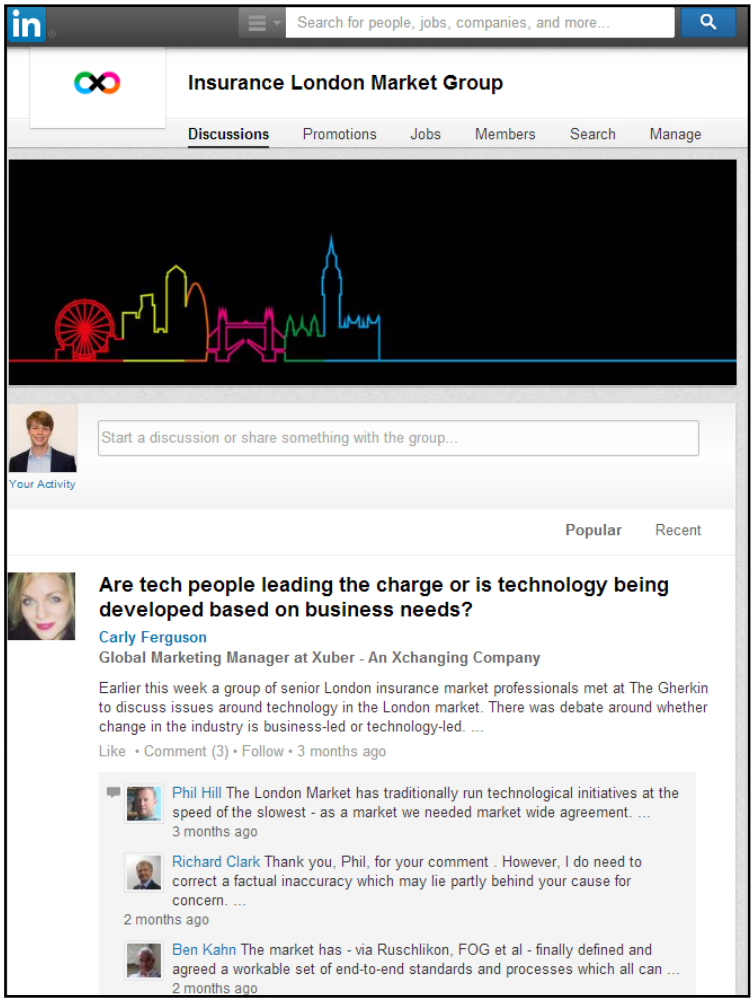
Reaching the unreachable
The Xuber4London marketing campaign leveraged both Xuber's sales executives and senior management to engage with the invitees on a personal level – the London market is a face-to-face market after all.

Xuber's sales team hand-delivered invitations wherever possible to side-step gatekeepers.

Xuber's own senior management reached out to clients and prospects on the phone as peers, leveraging their personal relationships to get past gatekeepers. An uncommon approach that required stakeholder buy-in early on.

Delegates registered through Eventbrite, then immediately received an Outlook calendar request and a LinkedIn connection from Xuber's Events Manager for that personal touch.

Two weeks before the event delegates received an email invite to Xuber's LinkedIn London Market group to connect with other attendees beforehand and start discussing issues .



Pre-event: LinkedIn discussion group

Top floor for London's top tier

A clear evening on the 29th floor of the Altitude Tower provided stunning panoramic views – a fitting back-drop for an event that created palpable interest in a solution designed specifically for the London market.

Succinct and valuable presentations were delivered by analyst Celent and consultancy Deloitte standing alongside customers and colleagues, bringing the nuances of the London market to the fore.

In a stunning new-age branded bar on the top floor, Xuber offered after-event hospitality in style, serving its own array of perfectly mixed cocktails - Xubertinis and Xubrinhas' – where C-level attendees could talk about their challenges in a relaxed face-to-face setting.





Event: Social Media activity from prospects and analysts

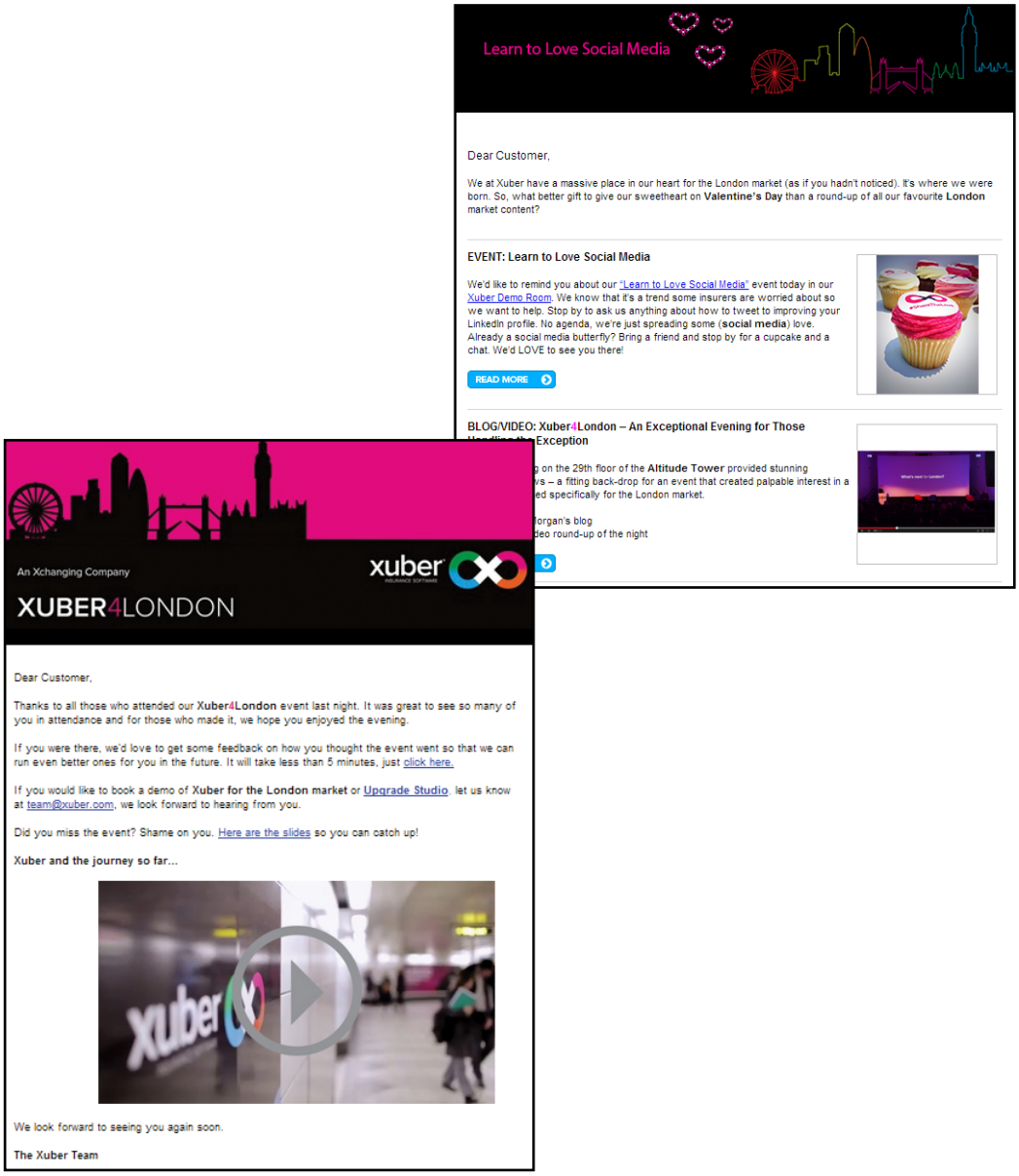
Lead Nurturing

Going after the exceptional
Post event follow up was critical in extending the opportunities presented at Xuber4London:

A content based lead nurturing campaign featured London market articles, blogs, whitepapers, the event video and eNewsletters.

Key market influencers and prospects were invited to attend roundtable event 'All Change – Mind the Gap'. The resulting report was marketed to delegates.

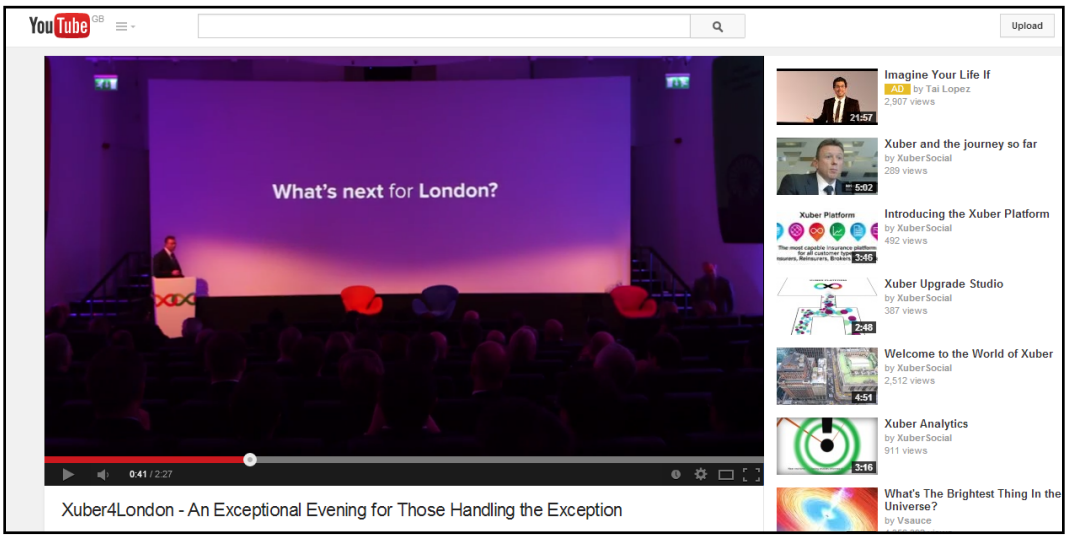
Five key prospects were invited to Rugby Six Nations.



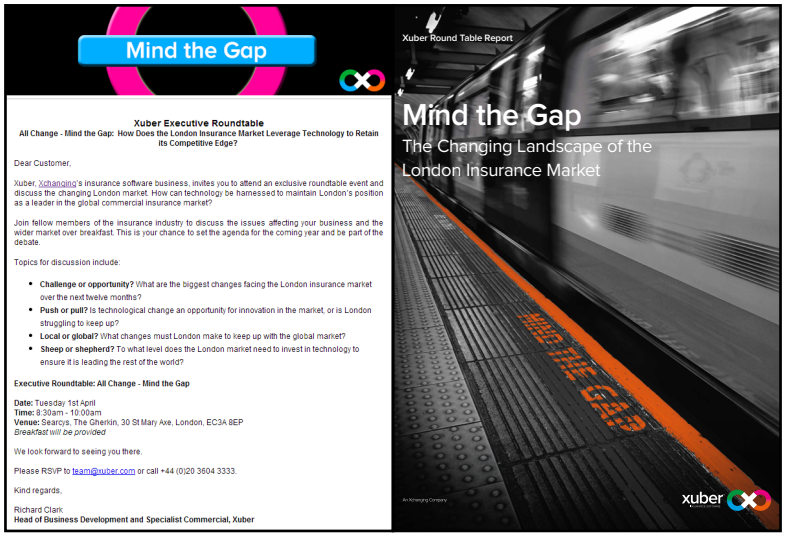
Post-event nurturing: email follow-ups

Timescales & Budgets

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Post-event nurturing: video

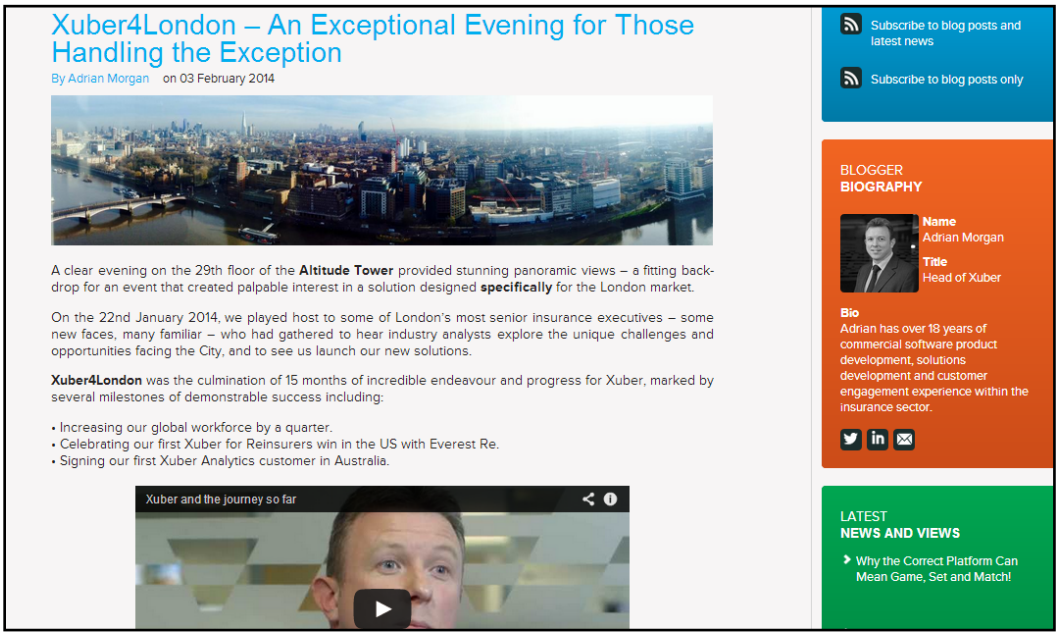


Post-event nurturing: Roundtable invitation and subsquent report

Results

Commercial

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



Post-event nurturing: blog

Testimonials

External:

"Can you thank the team for an enjoyable evening. We will be watching Xuber4London with interest and will be speaking to Xuber later in the year about the new platforms for our existing managed and possibly new syndicates."

Stephen Pennington, Chief Information Officer, Asta Management Services Ltd

Internal:

"Tonight we raised the bar once more. Customers were raving about the event (and the software)! Tonight the message was loud and clear, we are the only place to come for the new breed of insurance software for the London market. I don't see our competition making such claims or the splash we are. Well done team."

Gareth Case, Global Marketing Director, Xchanging (Parent Company)



Post-event nurturing: Roundtable discussion