FINALIST 2013
B2B AWARDS

3seven9

Category:
6

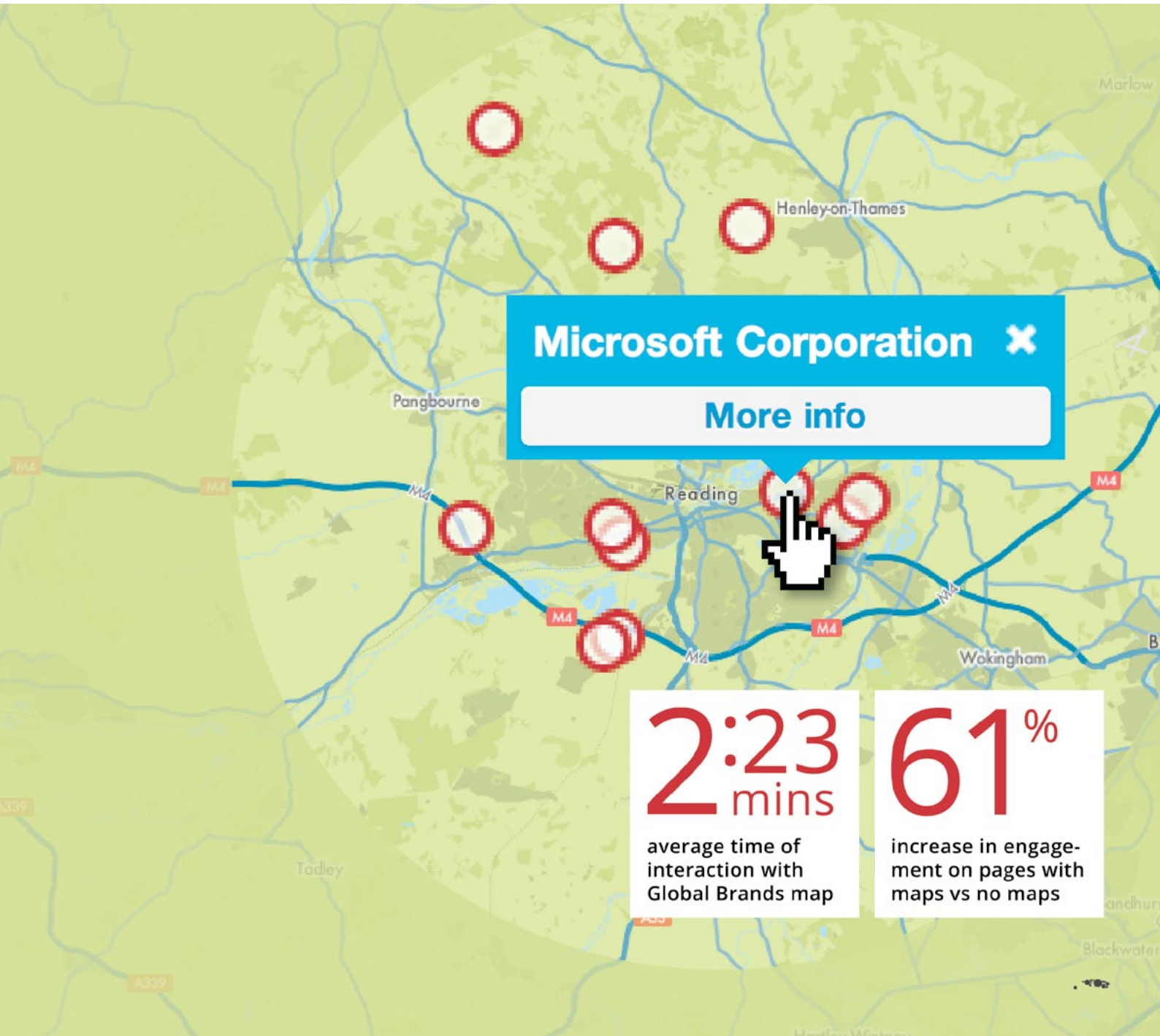
Category Name:
Best use of digital techniques or technologies

Programme/initiative name:
Putting the Thames Valley on the map

Company entering:
3seven9

URL or microsite:
www.thamesvalley.co.uk

Word count
988



Summary

Following a 2 stage pitch process against 3 other agencies, 3seven9 were commissioned to design and build a marketing portal for the Inward Investment division of the Thames Valley Chamber of Commerce (TVCC). It was successfully launched in July 2012 and allowed the TVCC to promote the opportunities that the Thames Valley region offered as a European base for North American technology companies looking to expand into Europe.

At the heart of the portal is an interactive map feature that is used to orientate both first time visitors and those further down the validation process. A mobile specific version of the site was also developed to work in conjunction with both the content and social media strategies.

A strong content strategy was created that provided a range of video interviews and a variety of datasheets and whitepapers to support the business case for the regional opportunities and viability.

Overall, an innovative combination of interactivity, use of video and the content hub raised the profile of the Thames Valley amongst the target audience and the engagement with and visibility of the technologies used assisted the TVCC.

[185]

The Client Company & Strategy

The TVCC works with businesses across the Thames Valley region; connecting them with a range of value-add services varying from legal, financial and banking advice, networking, training and international trade support.

The Inward Investment division is responsible for promoting the region as an ideal location for expanding North American businesses looking for a base in Europe. They are not usually aware of the Thames Valley, despite its proximity to London and benefits such as lower operating costs, a wealth of talent and the global brands who operate here.

Objectives of the campaign

The TVCC partnered with sponsors including BAA, Cisco, Microsoft, SSE, HSBC and Goodman to create content that answered the 5 key questions many businesses first ask; what is the **Market Opportunity** of the area? Which **Global Brands** are there? What is the **Talent pool** like? What are the benefits of the **Lifestyle & Environment**? How do we **get started** with the process?

The goal was to orientate the business to the region and act as an additional sales tool on behalf of TVCC to generate interest and engagement during the decision making process.

The target audience

The campaign was designed to target mid-market North American companies that were looking to expand or relocate to Europe. The decision influencers amongst the audience lacked awareness of UK locations outside London and needed to be equipped with the right information to help make the business case of the Thames Valley region to their decision makers.

Media, channels or techniques used

The Portal was built on a customised installation of the WordPress CMS platform, which was chosen for its flexibility and ease of use. This allowed TVCC to take over the daily management of content once launched.

The combined outbound and inbound marketing strategy required the site to work on a range of devices, so a mobile specific version was created that supported a simpler and more task-orientated user journey.

The approach to onsite content and media can be summarised into the following categories: Interactive Map, Video and Content Marketing.

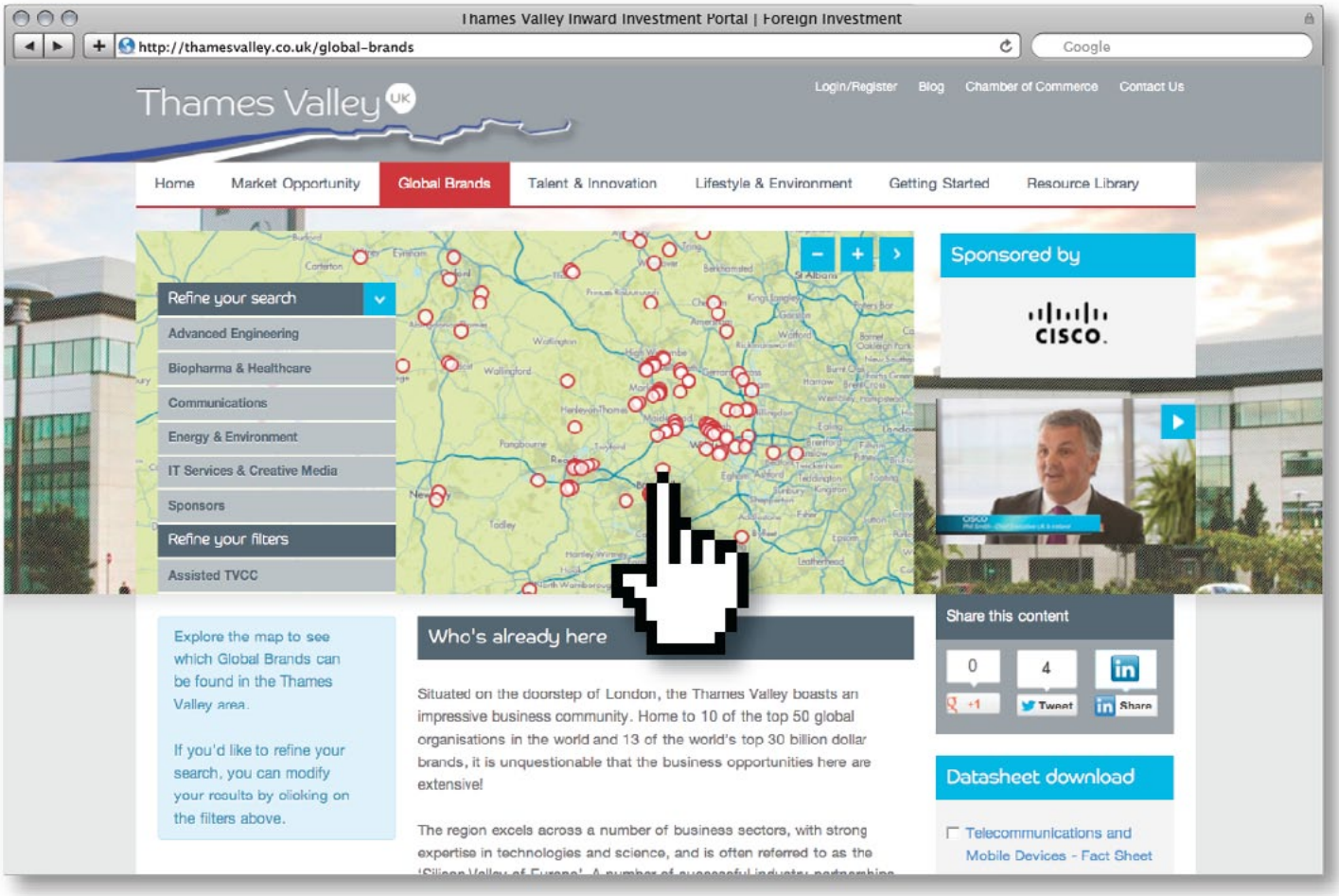
1. Interactive Map

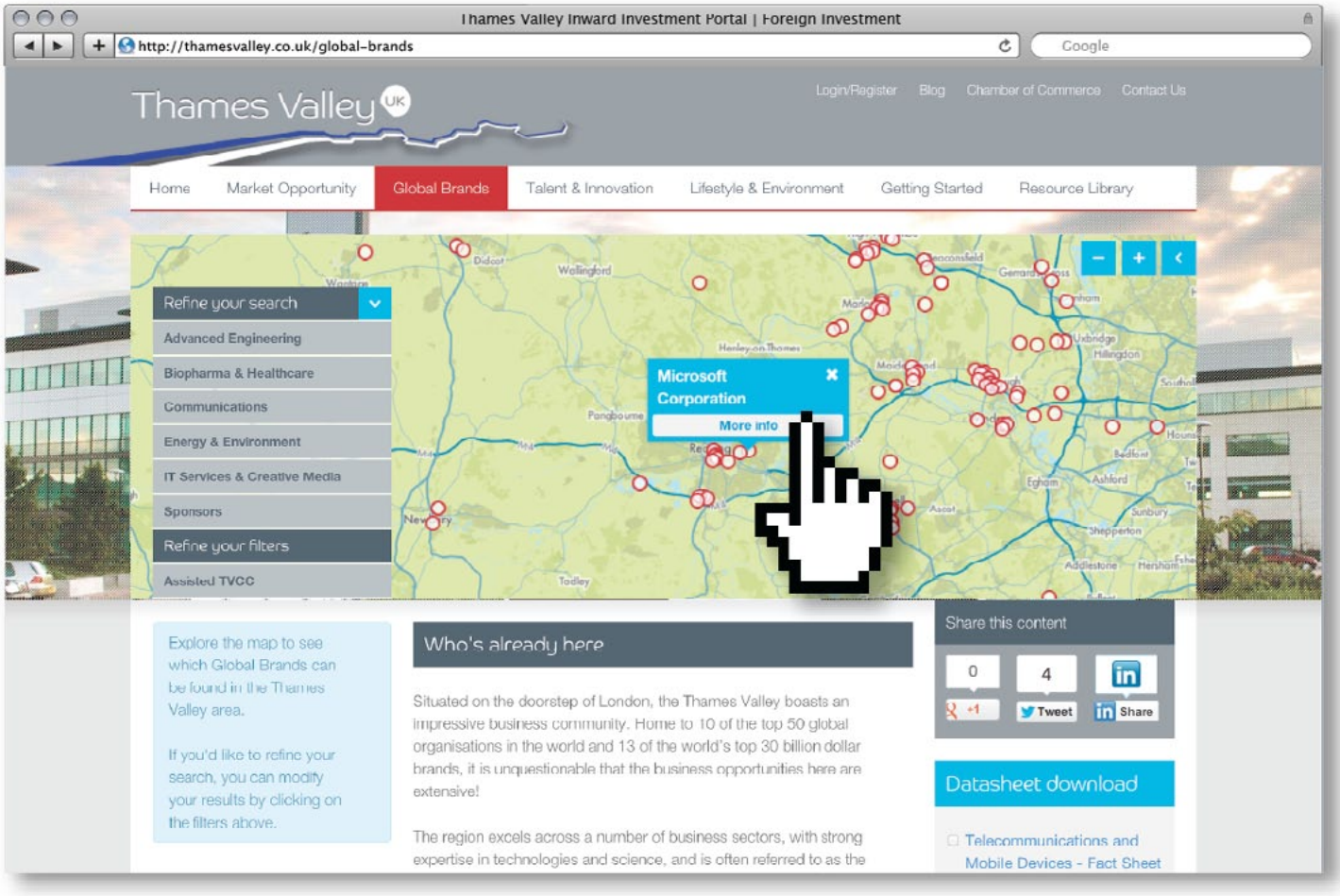
The interactive map is built using a customised version of the OpenStreet map library and controlled by the Leaflet JavaScript framework, which provided the interactive control to zoom and explore the Thames Valley region on mouse and touch-based devices.

Global Brands Map

The list of 'who's already here' can be filtered depending on sector, site sponsors, or businesses whose setup has been assisted by TVCC (soft promotion of the Chamber's capabilities).

Global Brands Map



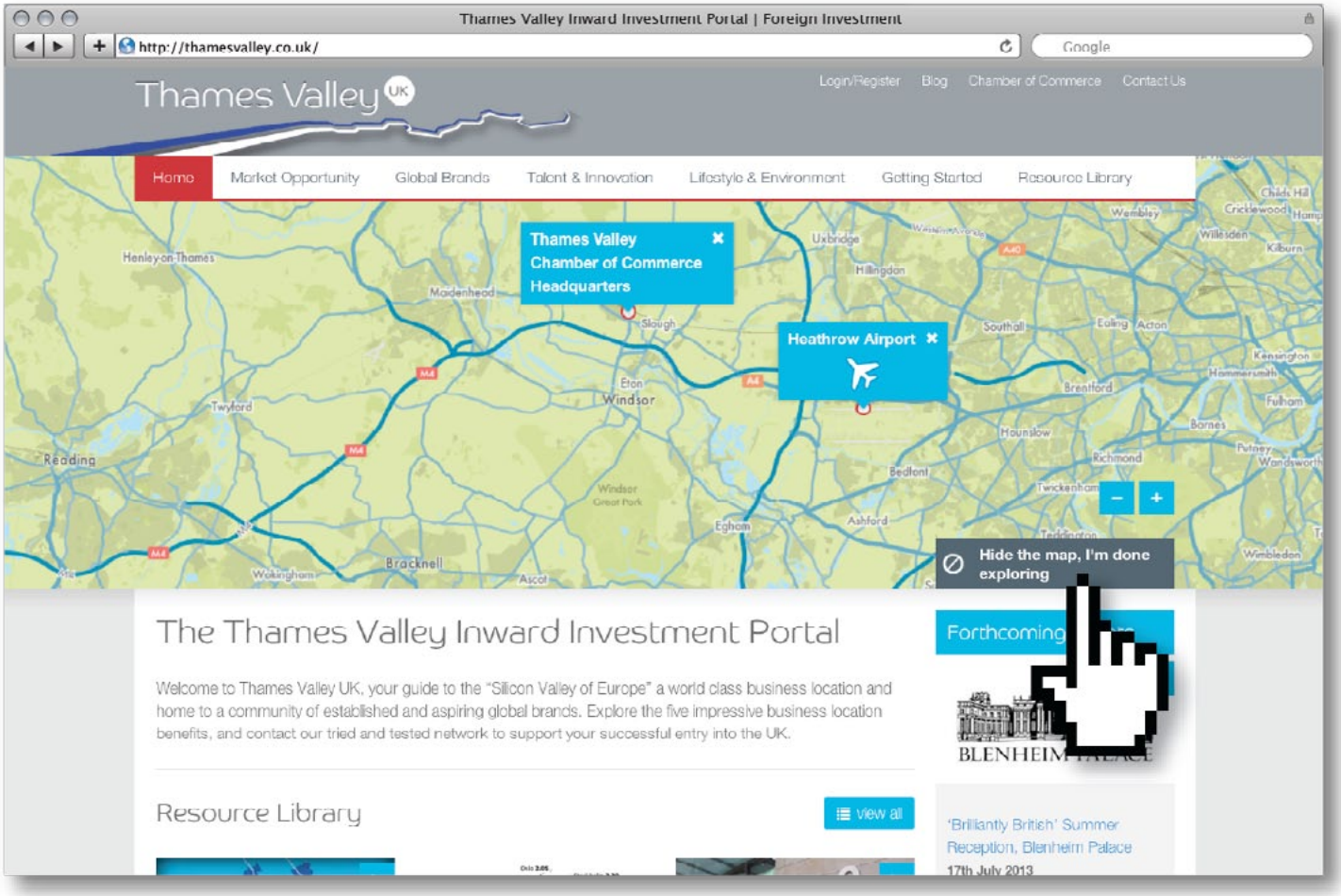


Global Brands Map

The Global Brands Map presented the user with a user-friendly way of discovering the 120+ companies in the region.

Home Page Map

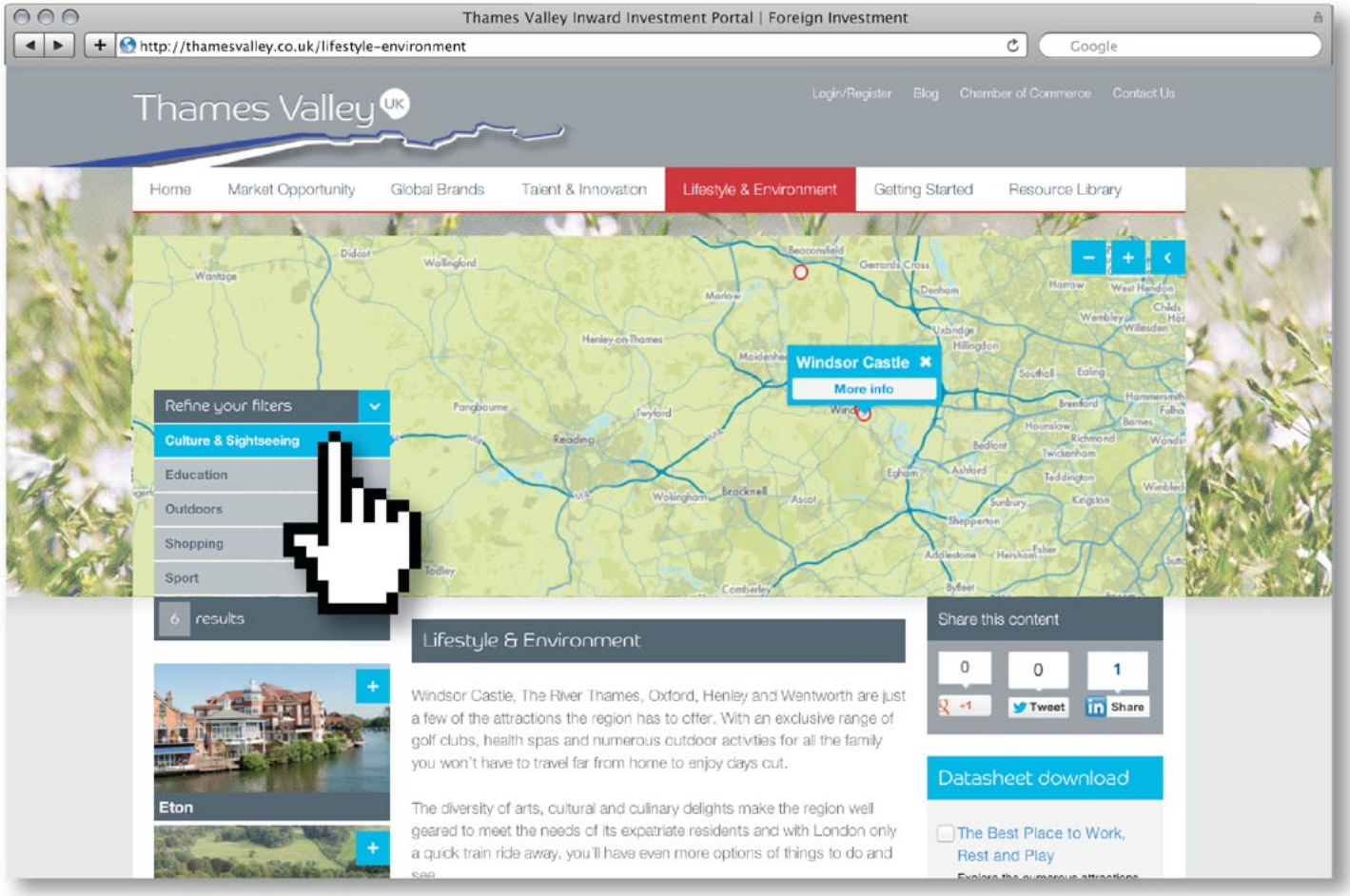
Many first time visitors are not aware of the region's proximity to both London and Heathrow so the map is an essential tool in visualising both the size and location of the region.



Home Page Map

Heathrow Airport is highlighted to enable the target audience to place it within the context of the region.

Lifestyle & Environment Map

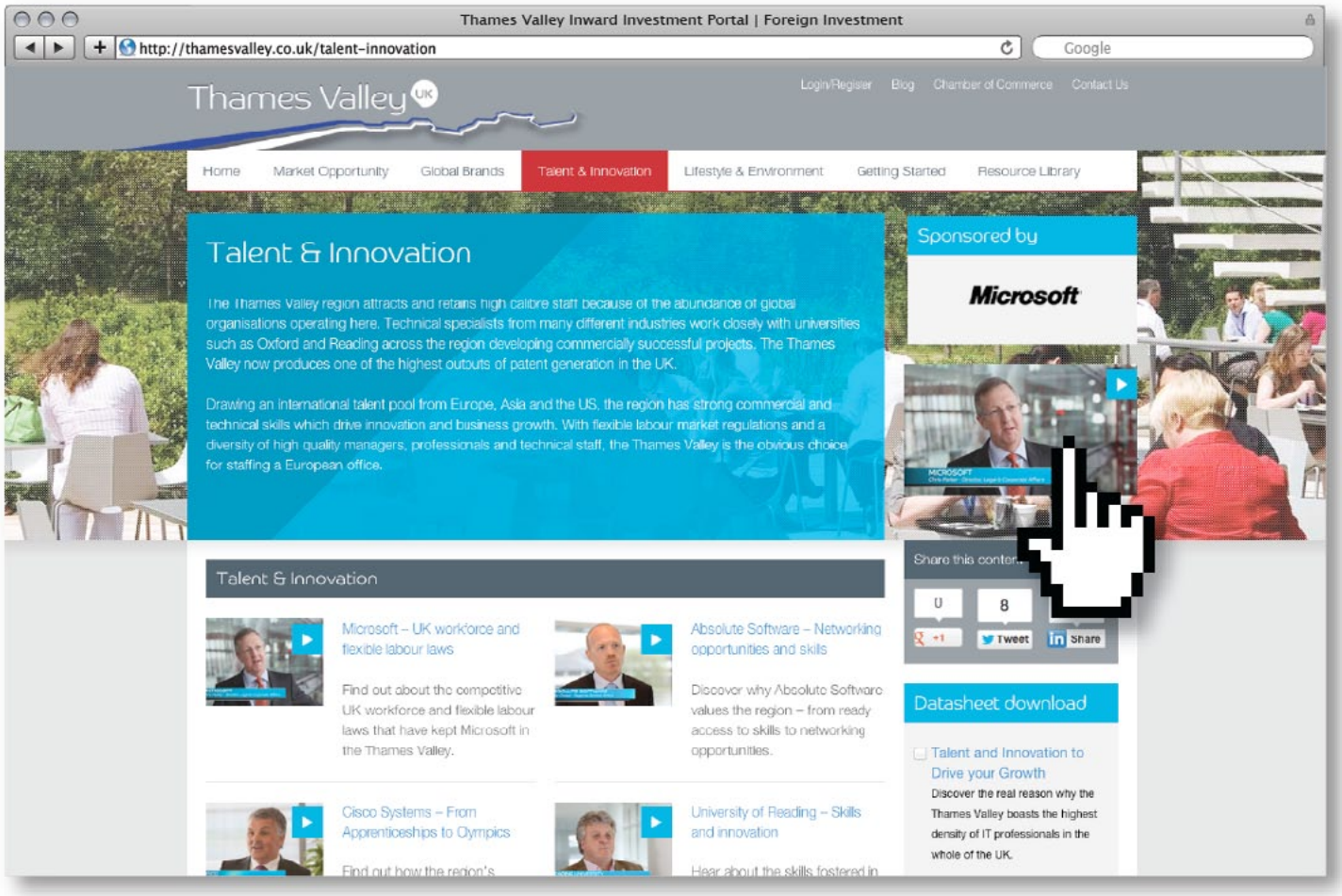


Lifestyle & Environment Map

The user can refine the filters for different types of amenities within the region.

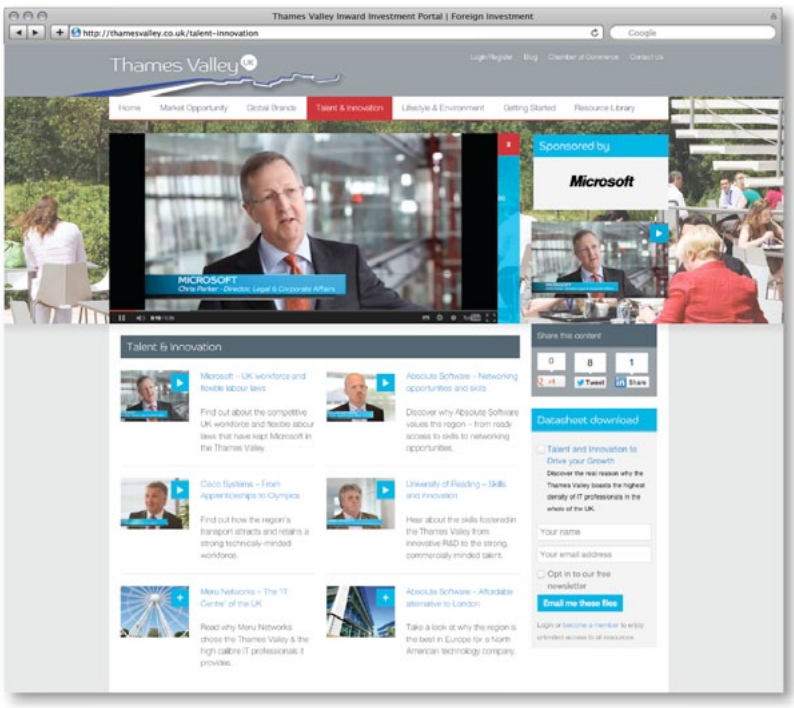
2. Use of Video

Video insight from senior executives and managers within the Thames Valley business community enabled TVCC to sell the rich and established network and the benefits it would bring to any business.



Video Interviews

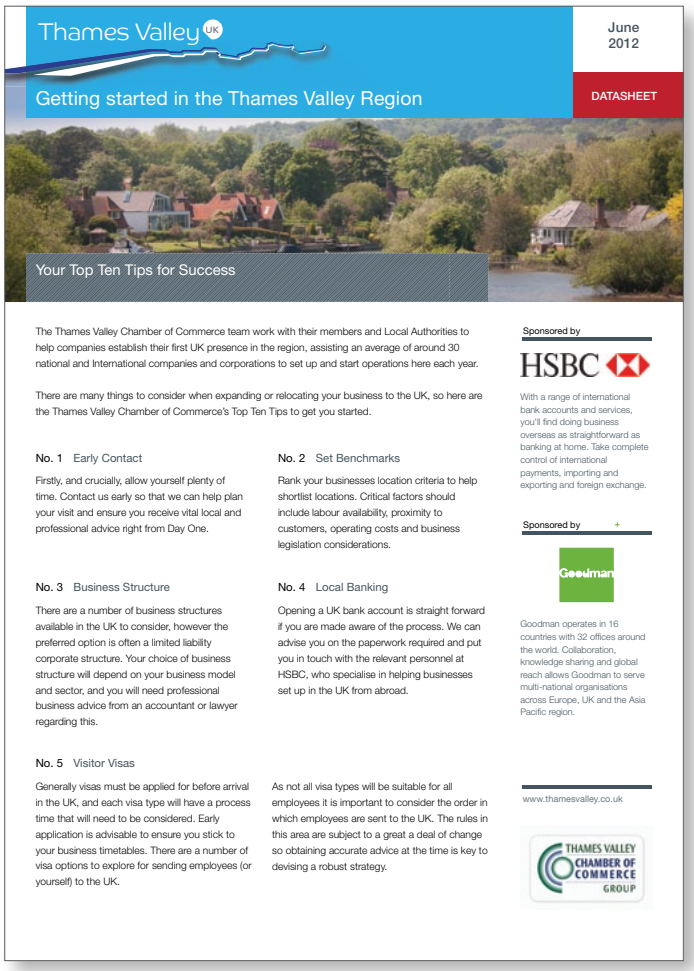
Topics varied from labour laws, regional R&D, the talent pool to networking opportunities.



3. Content marketing

A content strategy was created where users could download content in exchange for contact details. This content was presented to the decision influencer as a compelling next step when exploring each area of the site.

This was designed to generate early stage leads, which indicated the visitor's particular point in their decision process. The users were also encouraged to become community members, granting access to all site content immediately.



Thames Valley UK

June 2012

Getting started in the Thames Valley Region

DATASHEET

Your Top Ten Tips for Success

The Thames Valley Chamber of Commerce team work with their members and Local Authorities to help companies establish their first UK presence in the region, assisting an average of around 30 national and International companies and corporations to set up and start operations here each year.

There are many things to consider when expanding or relocating your business to the UK, so here are the Thames Valley Chamber of Commerce's Top Ten Tips to get you started.

No. 1 Early Contact

Firstly, and crucially, allow yourself plenty of time. Contact us early so that we can help plan your visit and ensure you receive vital local and professional advice right from Day One.

No. 2 Set Benchmarks

Rank your businesses location criteria to help shortlist locations. Critical factors should include labour availability, proximity to customers, operating costs and business legislation considerations.

No. 3 Business Structure

There are a number of business structures available in the UK to consider, however the preferred option is often a limited liability corporate structure. Your choice of business structure will depend on your business model and sector, and you will need professional business advice from an accountant or lawyer regarding this.

No. 4 Local Banking

Opening a UK bank account is straight forward if you are made aware of the process. We can advise you on the paperwork required and put you in touch with the relevant personnel at HSBC, who specialise in helping businesses set up in the UK from abroad.

No. 5 Visitor Visas

Generally visas must be applied for before arrival in the UK, and each visa type will have a process time that will need to be considered. Early application is advisable to ensure you stick to your business timetables. There are a number of visa options to explore for sending employees (or yourself) to the UK.

As not all visa types will be suitable for all employees it is important to consider the order in which employees are sent to the UK. The rules in this area are subject to a great a deal of change so obtaining accurate advice at the time is key to devising a robust strategy.

Sponsored by HSBC

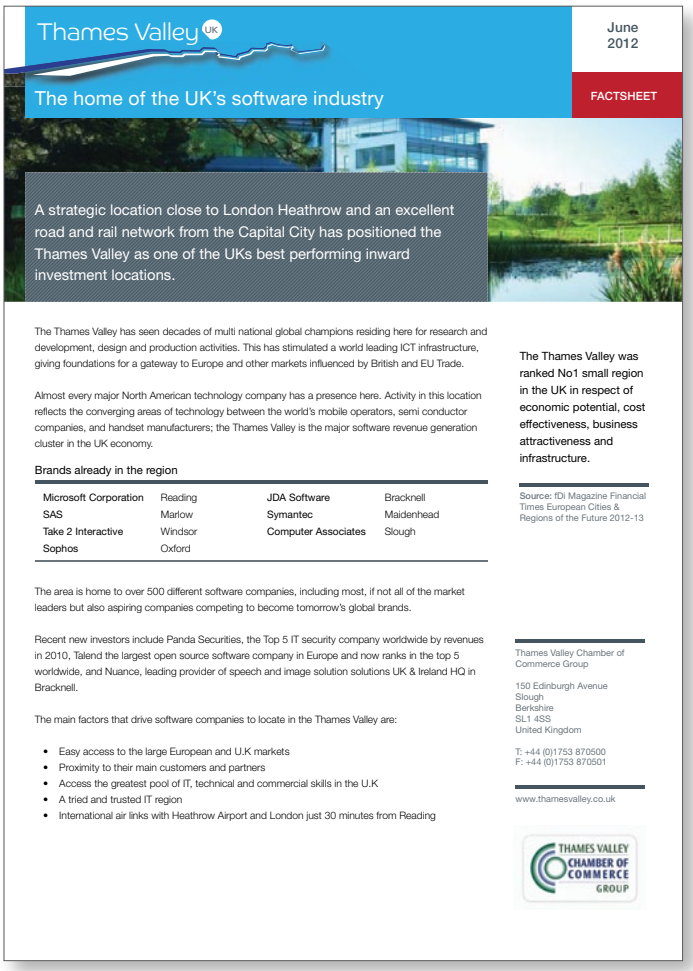
With a range of international bank accounts and services, you'll find doing business overseas as straightforward as banking at home. Take complete control of international payments, importing and exporting and foreign exchange.

Sponsored by Goodman

Goodman operates in 16 countries with 32 offices around the world. Collaboration, knowledge sharing and global reach allows Goodman to serve multi-national organisations across Europe, UK and the Asia Pacific region.

www.thamesvalley.co.uk

THAMES VALLEY CHAMBER OF COMMERCE GROUP



Thames Valley UK

June 2012

The home of the UK's software industry

FACTSHEET

A strategic location close to London Heathrow and an excellent road and rail network from the Capital City has positioned the Thames Valley as one of the UKs best performing inward investment locations.

The Thames Valley has seen decades of multi national global champions residing here for research and development, design and production activities. This has stimulated a world leading ICT infrastructure, giving foundations for a gateway to Europe and other markets influenced by British and EU Trade.

Almost every major North American technology company has a presence here. Activity in this location reflects the converging areas of technology between the world's mobile operators, semi conductor companies, and handset manufacturers; the Thames Valley is the major software revenue generation cluster in the UK economy.

Brands already in the region

Microsoft Corporation	Reading	JDA Software	Bracknell
SAS	Marlow	Symantec	Maidenhead
Take 2 Interactive	Windsor	Computer Associates	Slough
Sophos	Oxford		

The area is home to over 500 different software companies, including most, if not all of the market leaders but also aspiring companies competing to become tomorrow's global brands.

Recent new investors include Panda Securities, the Top 5 IT security company worldwide by revenues in 2010, Talend the largest open source software company in Europe and now ranks in the top 5 worldwide, and Nuance, leading provider of speech and image solution solutions UK & Ireland HQ in Bracknell.

The main factors that drive software companies to locate in the Thames Valley are:

- Easy access to the large European and U.K markets
- Proximity to their main customers and partners
- Access the greatest pool of IT, technical and commercial skills in the U.K
- A tried and trusted IT region
- International air links with Heathrow Airport and London just 30 minutes from Reading

The Thames Valley was ranked No1 small region in the UK in respect of economic potential, cost effectiveness, business attractiveness and infrastructure.

Source: fDi Magazine Financial Times European Cities & Regions of the Future 2012-13

Thames Valley Chamber of Commerce Group

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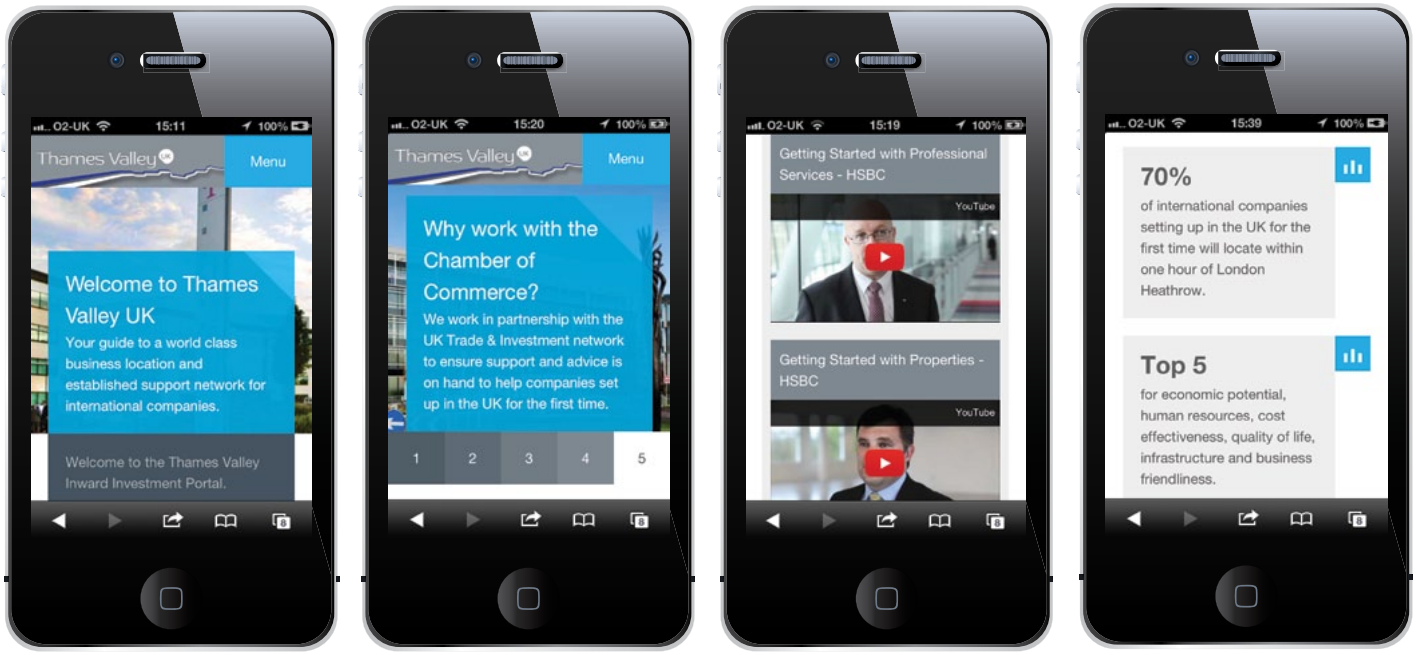
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Downloadable Documents

The downloadable content on the site ranged from datasheets and guides to case studies.

Media Usage

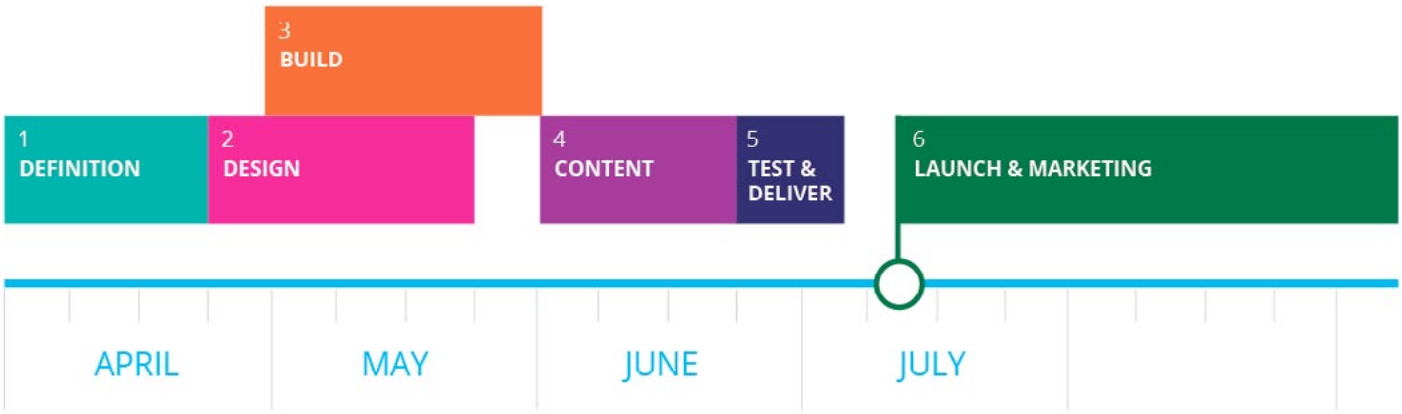
These three main uses of technologies and techniques were supported by a combination of PPC advertising, social media integration and a mobile site.



Dedicated Mobile Site

The mobile site supported a goal-orientated user journey and the map was removed to optimise performance.

Timescales of the campaign



Phase		Time Period
Phase 1:	Definition	April (2–3 weeks)
Phase 2:	Design	April – May (4 weeks)
Phase 3:	Build	May (4 weeks)
Phase 4:	Content	June (3 weeks)
Phase 5:	Test & Deliver	June (1 week)
Phase 6:	Launch & Marketing	July – Ongoing

Budgets

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

Confidential – Not for disclosure

Portal Costs	Budget	Hours
Design		
Development		
SEO & Content Entry		
UAT & Launch		
Video & Photography Production		
Social Media		
Analytics		
Marketing Collateral		
Project Management		
TOTAL		

Ongoing Marketing Retainer		
Content Creation		
Social Media		
PPC		
— Media Spend		
— Management & Reporting		
TOTAL		

PROJECT TOTAL		

Results

- In the first month since launch, there were nearly 70 qualified leads
- In the 6 month post-launch period, the portal has assisted the TVCC in moving 20 target companies into the region
- The map successfully fulfilled the objective of orientating the user to the region: 60.67% increase in engagement – 'average view duration on the page' – on the pages with maps vs not with maps
- 28 hours of the videos were viewed, with 49% of the videos viewed on the site as part of a visit rather than discovered on YouTube
- 66% of the views on average are from viewers aged 35–54
- Out of returning visitors, 35% visited 4+ times

Return On Investment

As a not-for-profit organisation, the targets for this campaign in monetary terms were to act as additional resources for the task of raising the profile of the region.

The Return On Investment (ROI) for this was measured using the visibility and engagement activity with the content and how this equated to time saved for the Inward Investment Team. The following formula was used:

$$ROI = \frac{\text{VALUE OF CONTENT ENGAGEMENT} - \text{PROJECT COST}}{\text{PROJECT COST}}$$

"Content Engagement" Calculation

Different content has different value to the prospect depending on its impact, and would need different quantity of time with the team to achieve the same understanding. E.g. 1 minute viewing a map is the same as 15 minutes the team would need to explain the global brands in the region. 1 minute of blog viewing would be 5 minutes of a team member explaining the same message.

This was labelled the 'Time Equivalent Factor' and was a multiple of 15 for the Map and Video, multiple of 10 for Datasheets and Whitepapers and a multiple of 5 for the blogs.

"Value of Content Engagement" Calculation

For each type of content we multiplied the number of views by the average view duration in hours to calculate Total Engagement.

This Total Engagement was then multiplied by the Time Equivalent Factor (TEF) and multiplied by the client hourly rate to establish the value of the time saved.

VALUE OF CONTENT ENGAGEMENT =

(TOTAL ENGAGEMENT (Number of views x Average view duration) x TEF) x CLIENT HOURLY RATE

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

Confidential - Not for disclosure

Return on Investment

TVCC Hourly Rate
Project Cost

Content	Views	Average View Duration (Seconds)	Total Engagement (Hours)	Time Equivalent Factor	Equivalent Client Time (Hours)	Value
Map						
Video						
Datasheets/ Whitepapers						
Blogs						

VALUE OF CONTENT ENGAGEMENT
Return on Investment (value)
Return on Investment (%)

Client Testimonial

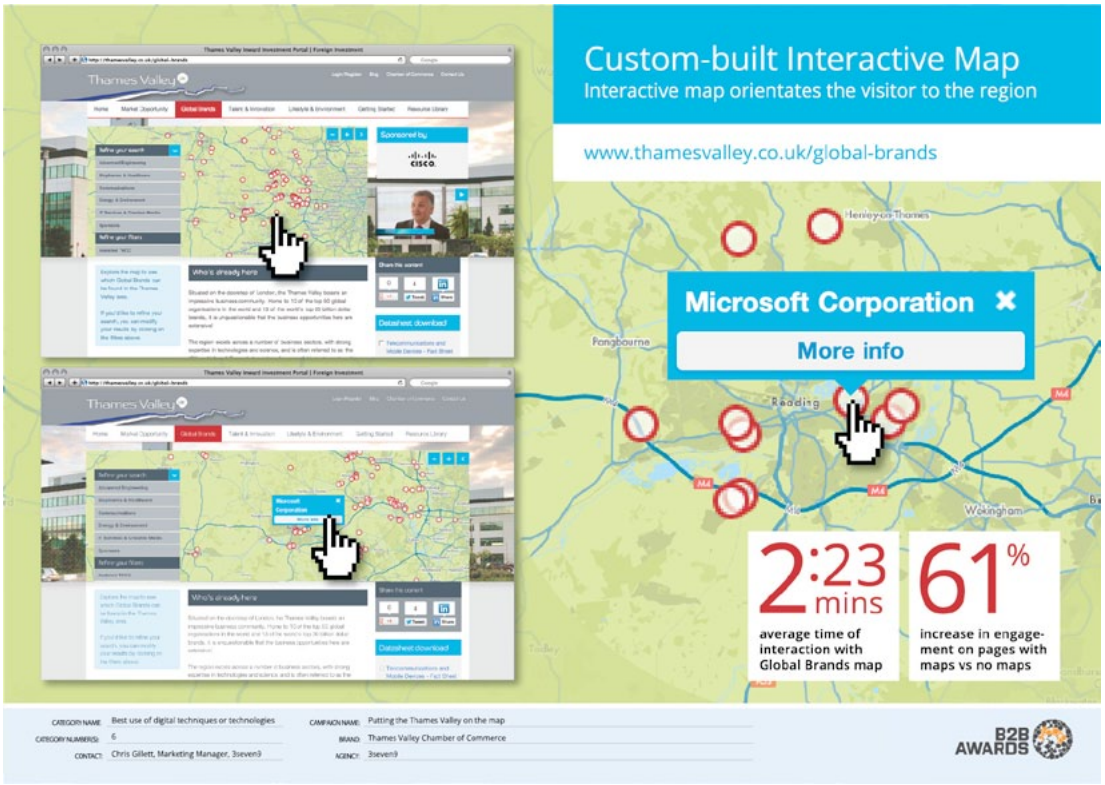
Paul Britton, Head of Inward Investment, Thames Valley Chamber of Commerce

"The portal 3seven9 have built has become instrumental in our strategy for attracting and educating North American prospects to the region. The average stay of over 2 minutes tells me our content is engaging. Our maps have had strong feedback from prospects needing reassurance of similar companies setting up and the audience demographic results for our videos are strongly in line with those of our target decision makers.

3seven9's foresight alone on developing a mobile version has meant that we've captured significantly more of the 50% of visitors who explore the site through their mobile devices. The website has been instrumental in generating new enquires and has played a key part in convincing the companies we have worked with this year that the Thames Valley, not London, or elsewhere in Europe is where they need to be."

Supporting material supplied

- 1 x Presentation Board featuring map



- 1 x Presentation Board featuring videos



Appendix

Video interviews:

The Thames Valley – A Global Opportunity:
http://www.youtube.com/watch?v=3jiH5f3llgI

Thames Valley Inward Investment – An Introduction:
http://www.youtube.com/watch?v=LDH8NgMH3OM

Thames Valley Market Opportunity – BAA:
http://www.youtube.com/watch?v=pCCWt92DjzA

Getting Started with Professional Services in the Thames Valley – HSBC:
http://www.youtube.com/watch?v=lGjgUuoW3kY

UK Workforce and Labour Laws – Microsoft:
http://www.youtube.com/edit?ns=1&video_id=YYBw9fym1w8

Case study: Absolute Software – Setting up in the Thames Valley:
http://www.youtube.com/edit?ns=1&video_id=xhv7iaRp4NU