


aprilsix

# A good day for technology

**B2B Awards 2015 submission document**

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Agency: April Six
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Summary

# The day a new era dawned

**April Six was set up one spring day in 2000 by a team of experts on a mission to make B2B technology marketing as shiny, clever and exciting as it should be. Big on ideas and impact. It was a good day for technology.**

Today, we're proud to partner many of the world's best-loved technology brands such as Canon, Cisco, Microsoft and VMware — some of whom have been with us since day one. We also work with a bunch of feisty and ambitious start-ups.

We turned 15 this year. Like all good teenagers, we're going through a period of intense reinvention.

The last 365 days have been quite a time. A turning point that has seen us expand our ambitions and become a truly global agency.

## 12 month snapshot

- Turnover grew by over 30% and profit by over 20%.
- 12 new clients including SMART Technologies, Sage, Blue Coat, Qlik and Pure Storage.
- Launched US agency in downtown San Francisco.
- Extended offer into PR with the acquisition of London based Proof Communication.
- Asia agency planned in Singapore in the summer.
- Created Blended Impact Marketing thought leadership approach delivering 1:20 ROI as standard.

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# 365 days of innovation and expansion

## 2014

April: New London HQ overlooking the Grand Union canal

May: **TWO NEW WINS!**

**Concur:** Building strategic customer nurture programmes

**Plex:** Customer nurture programme and demand generation

June: **ACCOUNT EXPANSION:** Into cloud service with VMware

July: **NEW WIN!** Pure Storage: Corporate advertising campaign

August: **NEW ACQUISITION!** Proof Communication

**NEW WIN!** ServiceNow: Launch global SMB business

San Francisco office expands into a new space downtown

September: **NEW WIN!** Turn: Demand generation campaign

October: **LAUNCH** New April Six Brand

November: **ACCOUNT EXPANSION:** Microsoft Adtech media campaign

December: **NEW WIN!** Qlik: Demand generation campaign

Global Christmas party: All together for fun and festivities

**NEW WIN!** Manhattan Associates: Demand generation campaign

## 2015

January: **NEW WIN!** Honeywell: Demand generation campaign

February: Groundbreaking 28 days integrated content campaign for VMware

**ACCOUNT EXPANSION:** Pure Storage: Appoints us as EMEA agency

**Thought leadership:** First DB8 event at Bloomberg Offices in San Francisco

March: **NEW WIN!** SMART Technologies: Global product launch and branding

**NEW WIN!** Blue Coat: Content marketing

April: **NEW WIN!** SolarWinds: Demand generation and online advertising

BIM thought leadership launched to market

May: **ACCOUNT EXPANSION:** Qlik appoints us globally

**NEW WIN!** Sage: Product launch and demand generation



“

Every day we come to work to do amazing things in the technology space. April Six works at the vanguard of innovation and creativity. We support some of the world’s most progressive brands in a sector that redefines the future, every day. We love collaborating with aspirational clients who believe their brand has great places to go and smart things to say. Our new Blended Impact Marketing approach delivers that vision.

”

**Fiona Shepherd – CEO**

# On time and budget.
# Beyond all expectation.

Here’s just some of the high-impact work we’ve delivered this year.

# Changing fortunes for Turn

Building brand awareness and preference in the growing digital marketing industry.

A new brand presence across web, press, digital and social media.







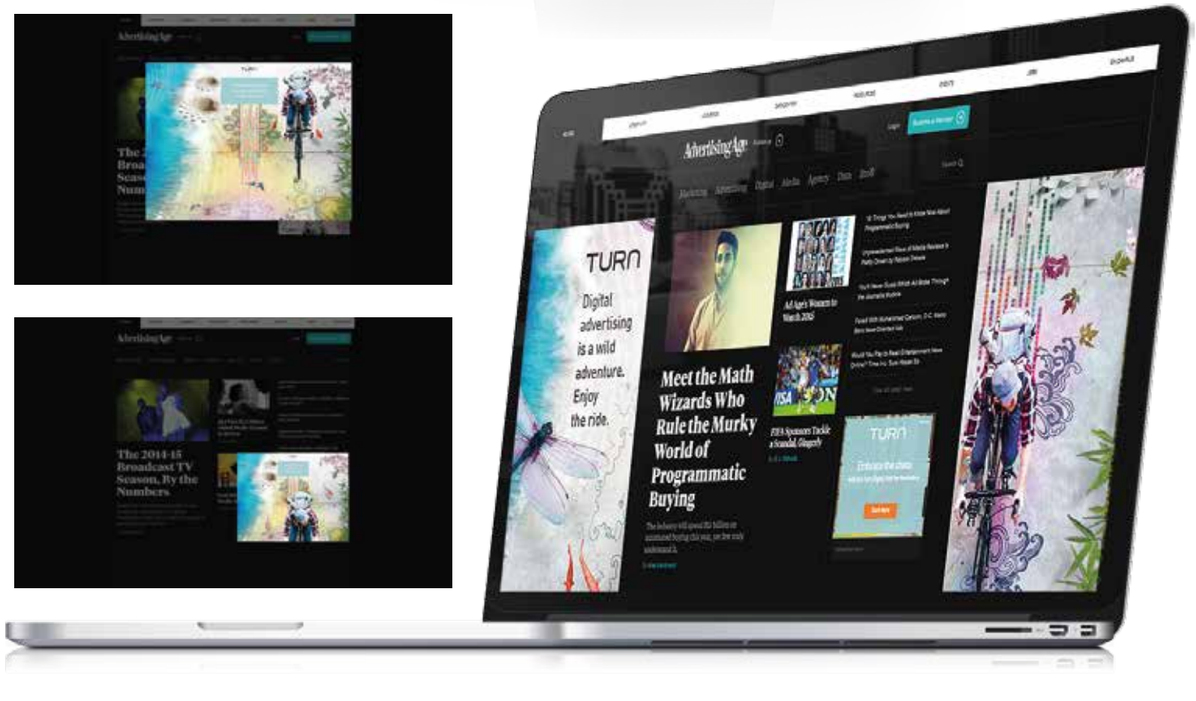










# 28 Days to Cloud Clarity campaign

28 days in February devoted to launching seven VMware products with over 650 features through a global content marketing programme.

**80-90% site engagement across regions. 70% repeat traffic.**



# Microsoft Server Upgrade Assistant

A fast, intuitive online assistant to identify the right Microsoft productivity tools.



# Generating a market for FireEye

An ‘always on’ demand programme educating the SMB buyer about cyber threats.

**Within eight weeks, 25% of targeted revenue was delivered.**





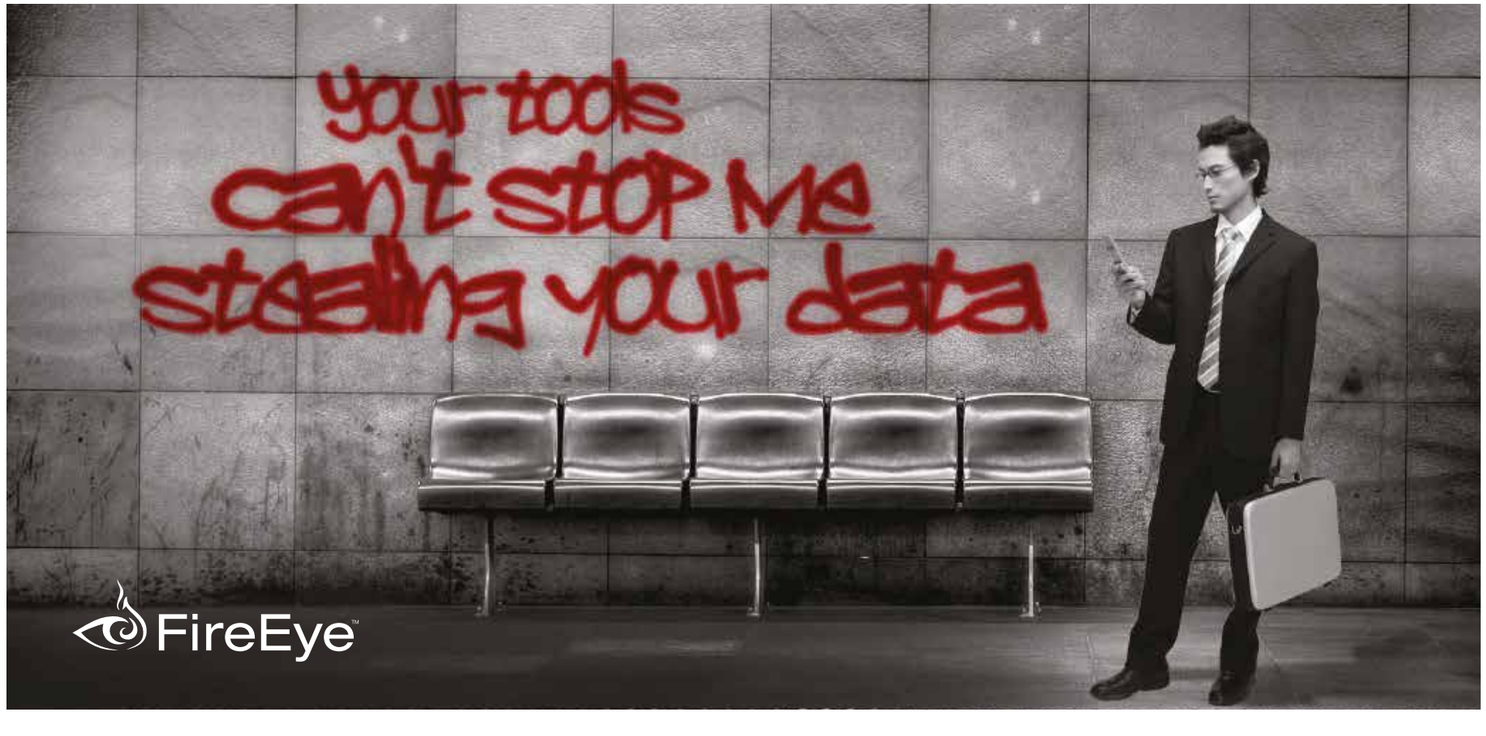












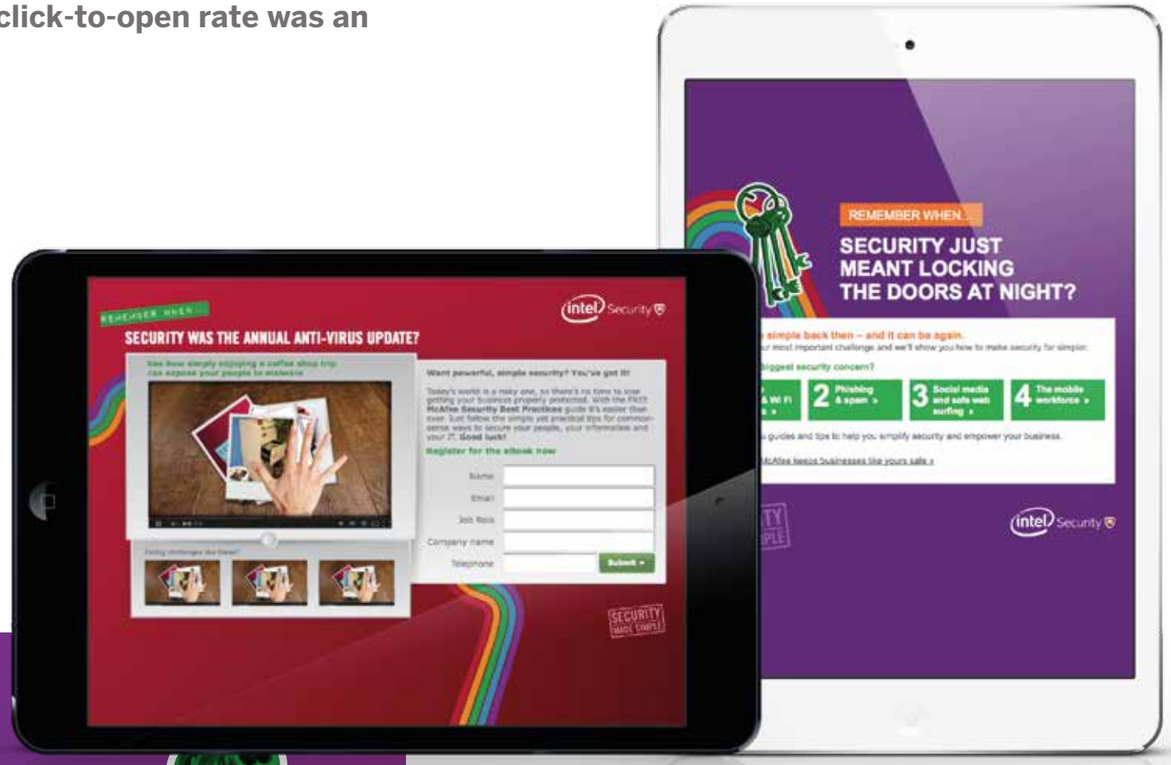


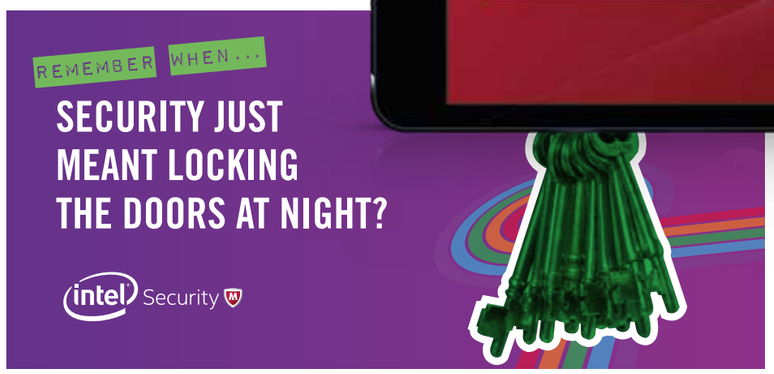


# Securing new customers for Intel Security

An integrated campaign accelerating SMB prospects through the buying journey.

**The resulting unique click-to-open rate was an astounding 39.8%.**

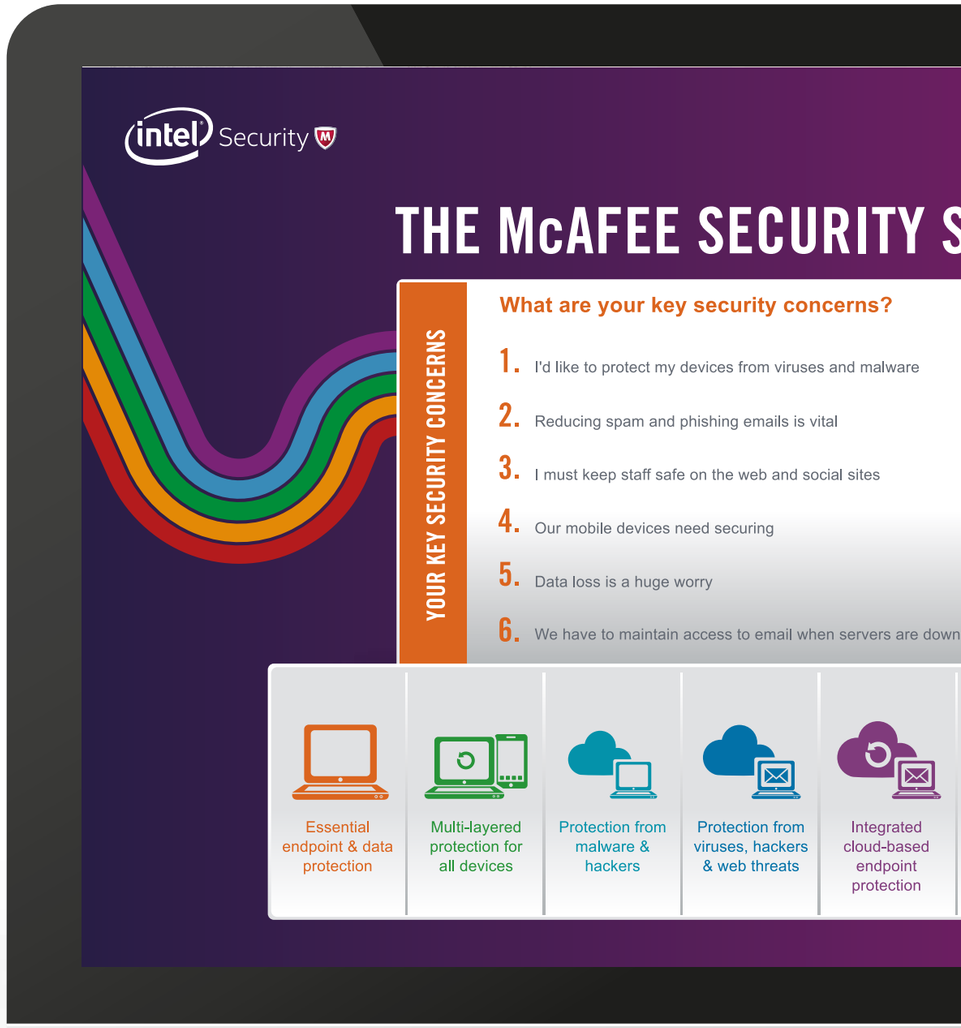








# Powerful sales enablement for Avanade

A range of collateral to empower and enable sales.

Elevating conversations to be strategic and issue-led accelerating the sales process.

**Being entered into the ITSMA Awards for Sales Enablement Best Practice.**



# The zero fluff route to results for VMware

Integrated global demand generation campaign, built around testimonial-style take-outs creating a compelling new narrative for the brand.

**Executed in over 100 countries worldwide, in 20 languages for 3 years.**

**Generated over $200m in pipeline in EMEA alone.**



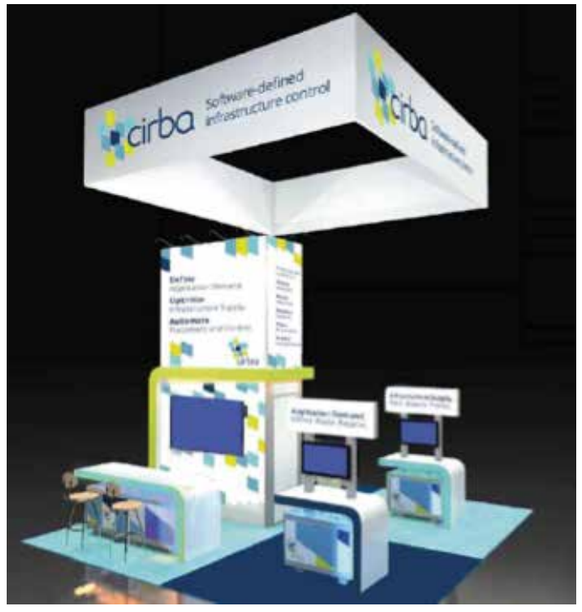



"The results that April Six delivered were truly astonishing. We quite simply couldn't have achieved campaign figures and ROI at anything like this level without the hard work, insight and expertise of the April Six team."

**Tamara Scharf, Head of Digital and Demand Center EMEA, VMware**

# Cirba rebranding to meet new era challenges

Evolved the company's brand to align with its aspirations for growth and reflect their role as an industry innovator.












# Transforming brand resonance for Peer 1 Hosting

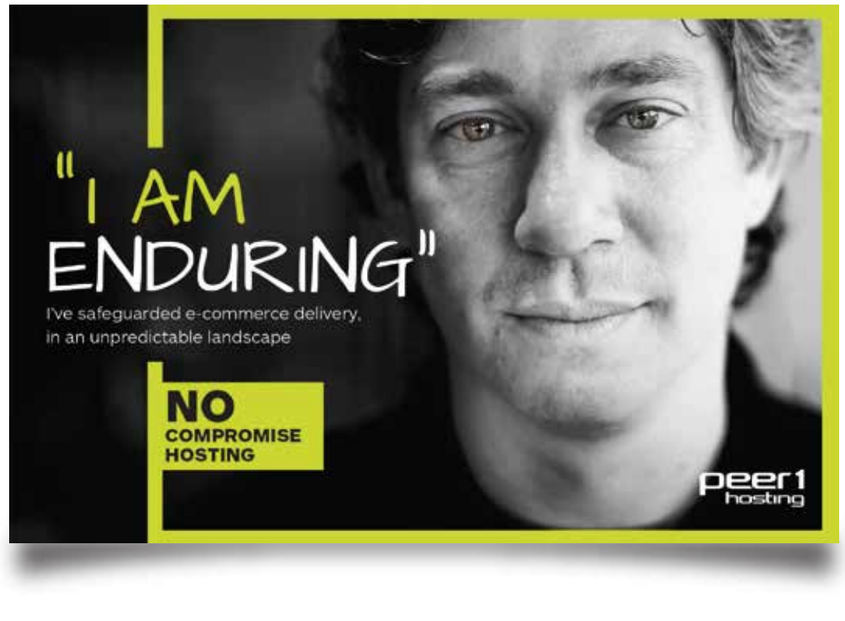
A powerfully integrated demand generation campaign.

**Able to flex across products and services while building a unique presence in a crowded marketplace.**
















> "What I value is the ability of the agency to very quickly develop a deep understanding of a business's position and value, and be able to articulate this through the work that they do. In my experience their content has been exceptional and they are usually able to represent a business to its markets better than the businesses themselves."
>
> **Alan Edwards, VP Marketing, Peer 1 Hosting**

# Driving channel engagement for Pure Storage

Dedicated launch campaign into Europe-wide distributor: Arrow IT.

**Educate, inspire and enable sales teams.**

> Timely responses, creative team, solid communication of status and willingness to accept feedback and pivot quickly.
>
> **LuAnne Dauber, VP of Global Marketing, Pure Storage**



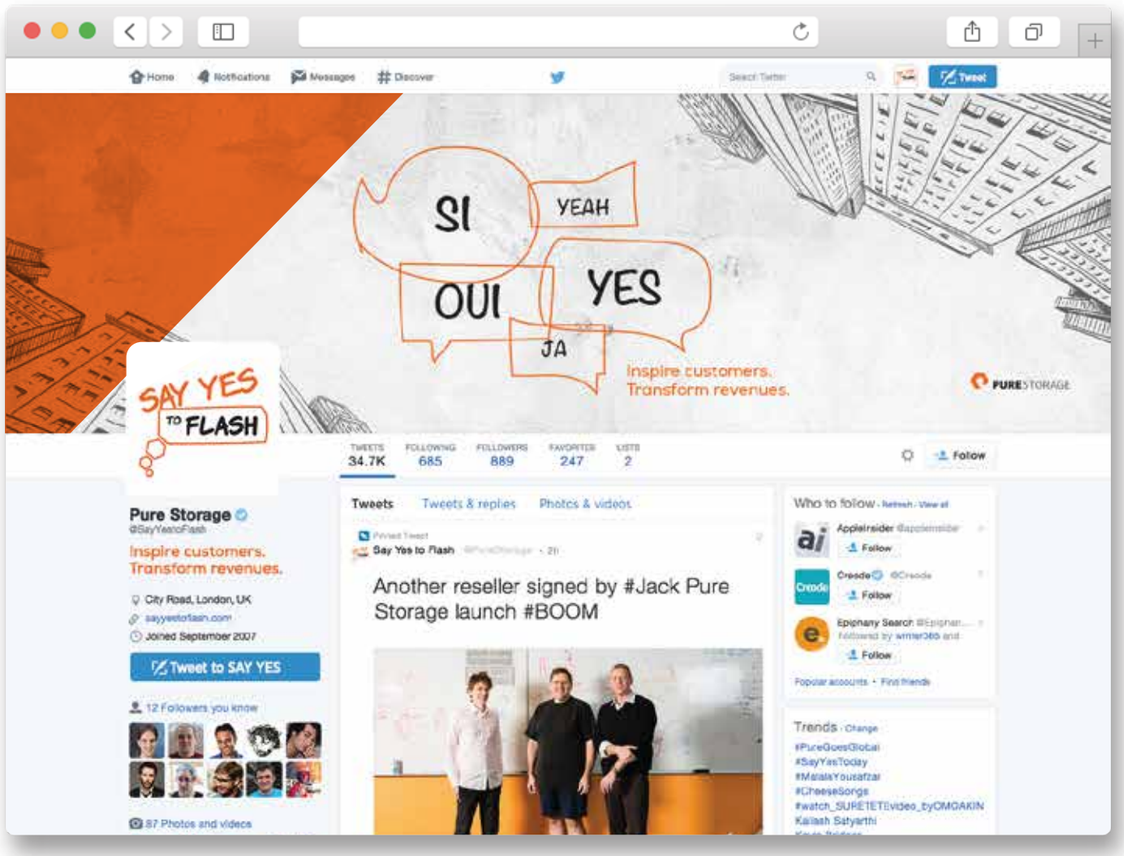




















# The Proof of the pudding

April Six acquired Proof Communication in August 2014 and it has become an integrated part of our Blended Impact Marketing approach, ensuring that PR is a critical element of every audience and campaign activation strategy.

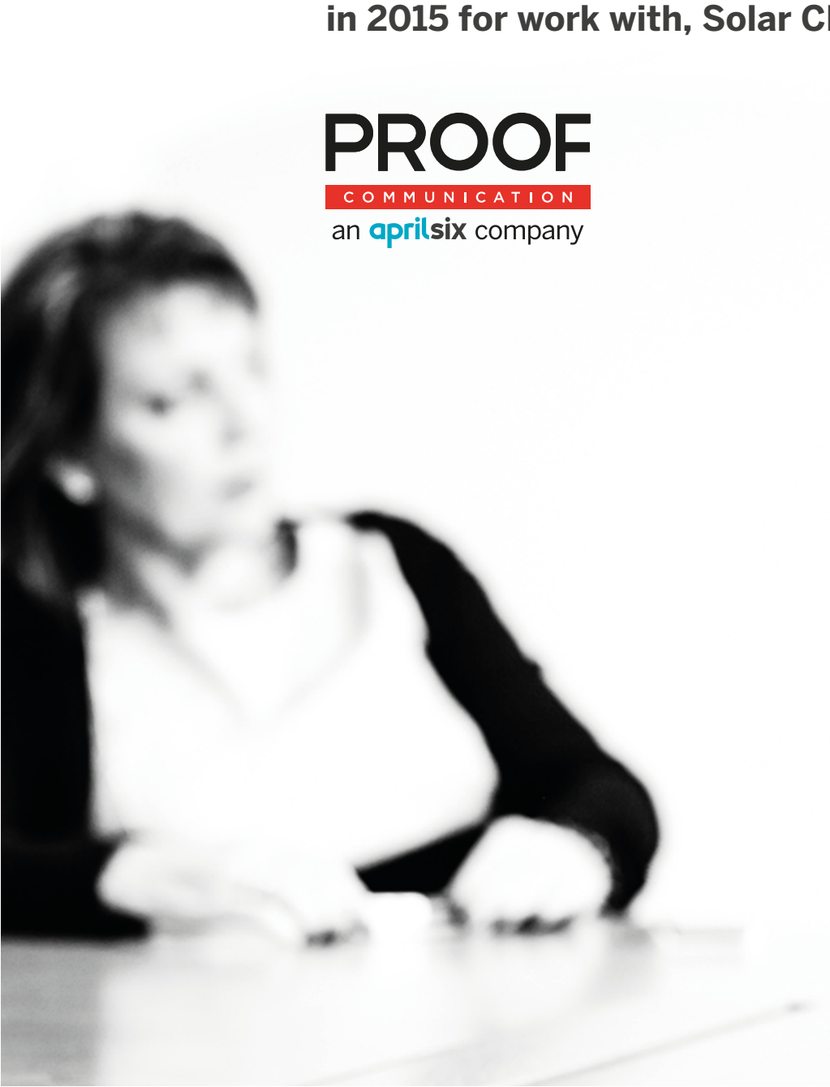
Since coming under April Six's wing, the two companies have won two joint clients: Clearswift and QinetiQ.

**Proof won the CIPR Excellence Award for Best STEM Campaign in 2015 for work with, Solar Cloth Company.**



> "April Six's results-led approach fits perfectly with our constant drive to demonstrate the tangible impact of public relations. By combining our existing services we can meet the growing demand for more innovative and integrated communication programmes."
>
> **Richard Moss, Director**

PROOF
COMMUNICATION
an aprilsix company



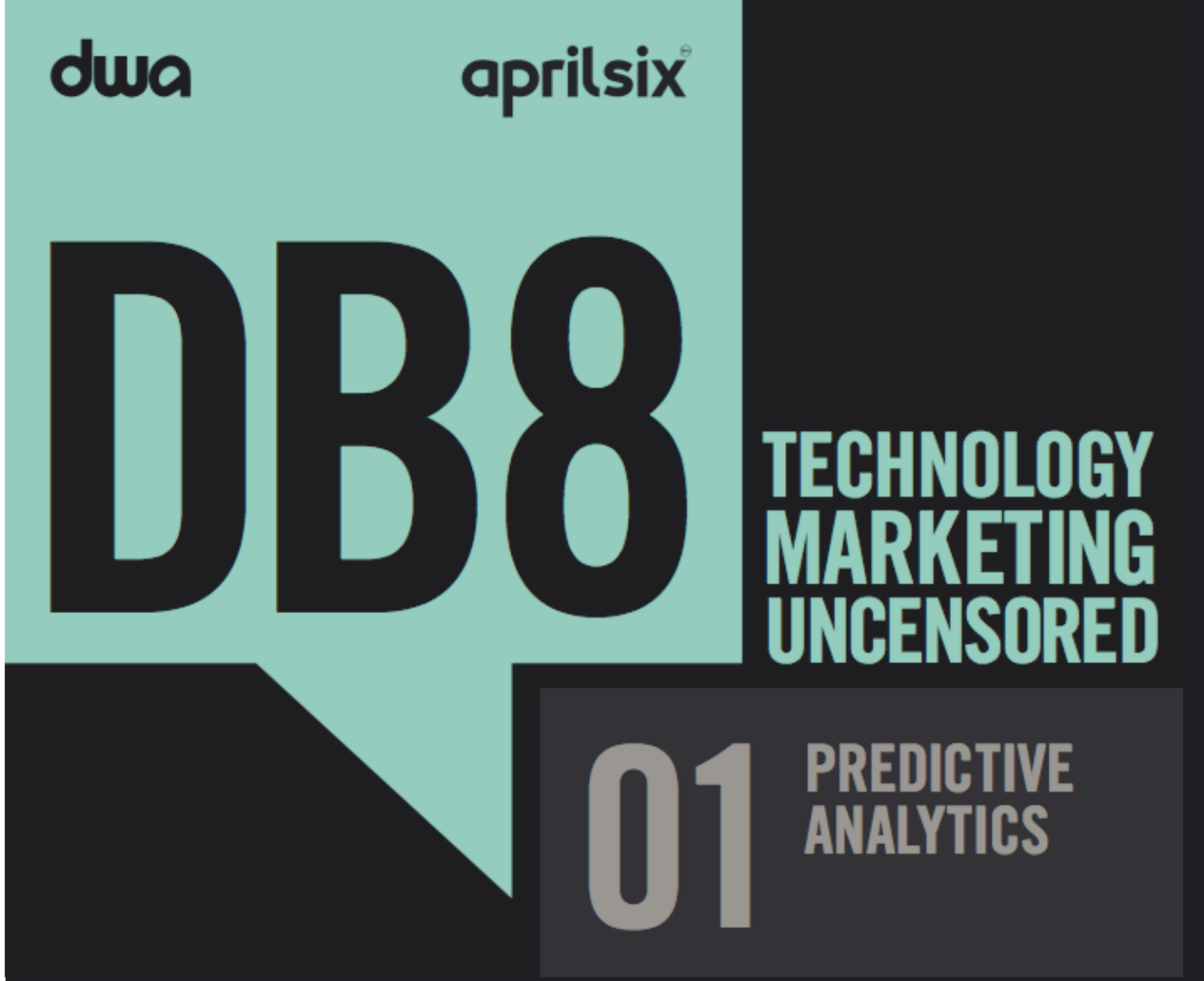


# Launching a unique new debate series

The first in our series of global debate events was held in the iconic Bloomberg office in San Francisco in February 2015. It brought thought leaders from vendor and client side together around the hot topic of Predictive Analytics. There were over 100 attendees.

**Next events planned for New York and London.**














# Stand out ROI starts here

This is one of the most exciting times to be in technology marketing. It's challenging, inspiring and scientific, requiring us all to re-evaluate the known parameters of market behaviour and business alignment.

There has been a seismic shift in the strategies created to drive global demand and visibility. April Six has been engaging with this brave new world by bringing together innovative decision-making and marketing execution models with a deeply informed view of buyer journeys to create a powerful new client proposition.

We call it **Blended Impact Marketing (BIM)** and this blueprinted approach is helping our best of breed IT clients to:

- **Traverse the boardroom, sales infrastructures and global audiences** with a single, proven approach that delivers revolutionary financial return and an amazing customer experience.
- **Intensively precision-engineer holistic new marketing** strategies that revolve and evolve around impact.

**BIM is proven to achieve 1:20 campaign ROI as standard, and regularly greatly in excess of that.**

# B2B Marketing joint activity

In 2015, we ran a survey of senior tech marketing decision-makers with B2B Marketing around the topic of Blended Impact Marketing. We used the findings to drive thought leadership.

**Our CEO, Fiona Shepherd, recently presented at the B2B Summit 2015 with VMware.**

























# Creating better days for all sorts of people

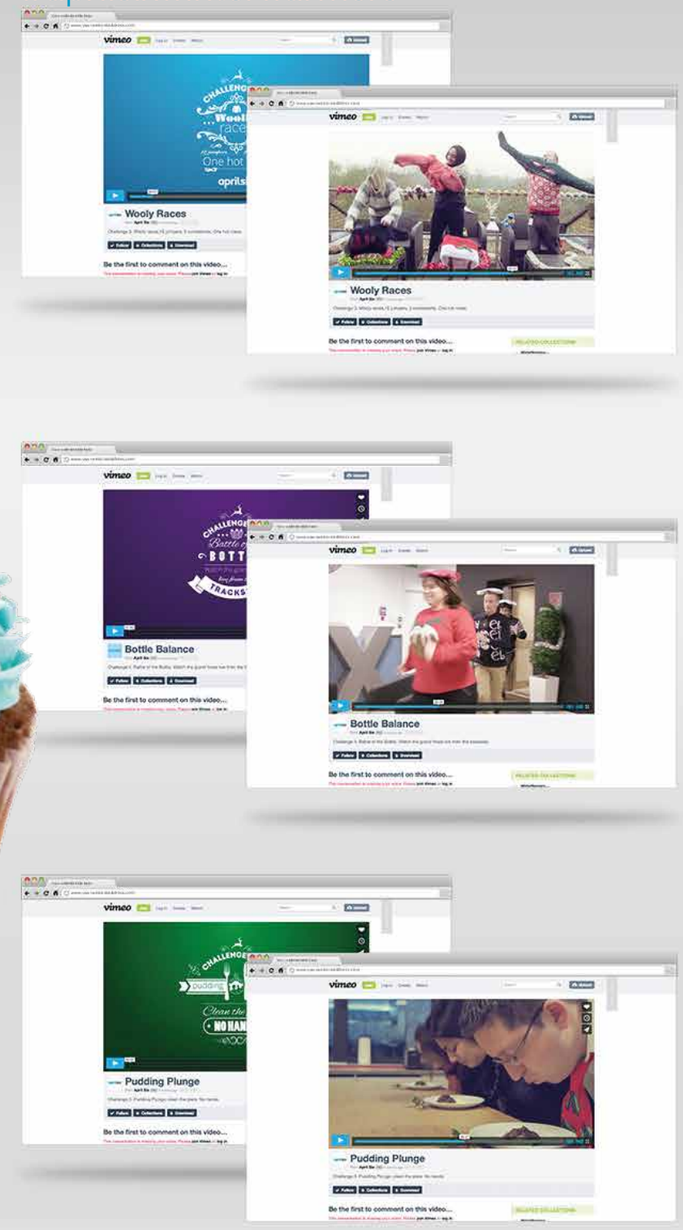
April Six is engaged in charitable events and fundraising throughout the year.

Our Winter Warmer Christmas campaign focused on fund-raising for Shelter (UK) and Project Homeless Connect (San Francisco) this year – with employees engaging in a series of games and pranks in return for video ‘Likes’ which we turned into donations.

We also ran a series of coffee and cake days raising money for the ‘Wear It Pink’ breast cancer campaign.

Our team members individually also raised funds for charities including the British Heart Foundation and Race For Life for Cancer Research UK.

#aprilsixwinterwarmers

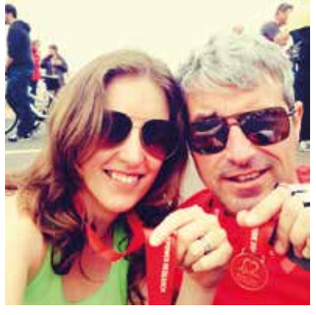















# Our clients say it all

I am extremely pleased with the quality and professionalism of the work you are producing. I have been working at Cisco for 15 years, and it is by far my best experience with a marketing company. I am looking forward to our continued work with April Six, and will promote your services internally as well.

**Patrick Bikar – Cisco Systems**

Friendly, collaborative, efficient team.

**Viktoriya Cherneva – Microsoft**

Great ideas, excellent feedback, fast turnarounds.

**Maria Jose Serres – Peer 1 Hosting**

I can trust you.

**Isabelle Duarté – Blue Coat**

I love your team, the work has been outstanding and really well developed.

**Matt Yorke – DWA**

Jill and Trent are great! Trent has done an excellent job working directly with partners and both introducing new programs, as well as working through individual partner requests. He has a great attitude and strong expertise in digital marketing. I always appreciated Jill's openness to feedback.

**Chandra DuFrene – VMware**

Timely responses, creative team, solid communication of status and willingness to accept feedback and pivot quickly.

**LuAnne Dauber – Pure Storage**

Great work, knowledgeable staff. Enjoy working with everyone.

**Kerry Benoit – VMware**

Working with Grady and Jill and the rest of the SF team is always a delight.

**Thomas Marks – Concur**

The results that April Six delivered were truly astonishing. We quite simply couldn't have achieved campaign figures and ROI at anything like this level without the hard work, insight and expertise of the April Six team.

**Tamara Scharf – VMware**

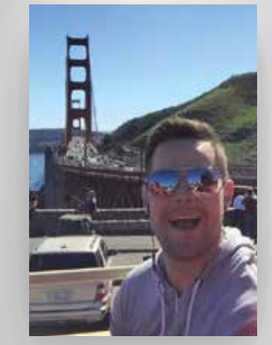
Creative, prompt delivery and reliable. Could not ask for more.

**Marcel Hartog – CA**

# The best advertisement for our business is our people

There are almost 100 people in our team with over 10% of them having been with us for more than 10 years. Six of the nine originals are still with us.
**Why? Because a career at April Six offers a range of amazing opportunities.**

## UK/US cultural exchange programme



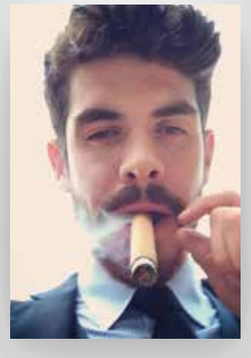
Since establishing the US agency, over ten people have already benefitted from our cultural exchange programme since the start of 2015.

## The April Six Academy




From internal Lunch & Learn knowledge sharing to external training with SirusDecisions and bespoke leadership training courses, we work hard to keep people skilled and inspired.

## Performance based bonus structure



Rewarding the best every year for their hard work.

## Team inspiration days



Encouraging great teamwork and collaboration.

## Social nights



From karaoke to Brazilian Jazz and bowling, we love getting together.

## Employee welfare



Private healthcare for employees and their families — our extended family.

## April Six PLC (Plant Lovers Club)



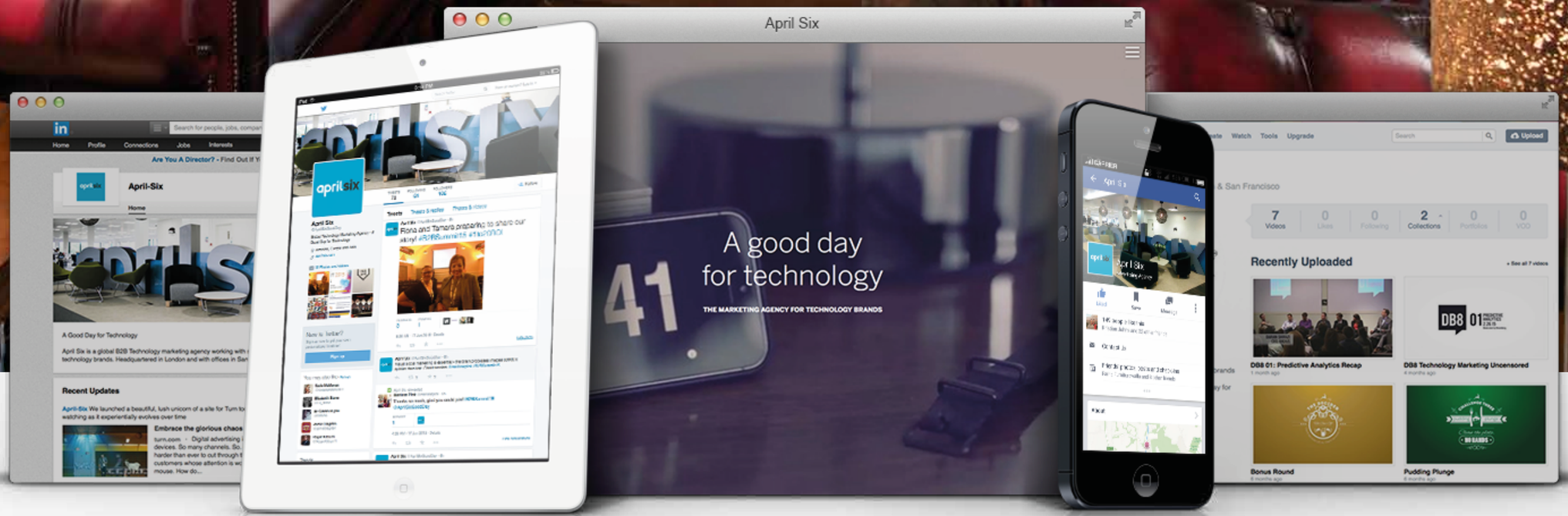
Eco-initiative for the green fingered on our sunny balconies.

## Equality



50% of our employees are women, many of them holding the most senior management posts.

# Read more about us.




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