FINALIST 2013

B2B AWARDS

Category number: 1

Category name: Best integrated or multichannel campaign

Programme / initiative name: UPS ‘We ❤ Logistics’

Agency: Ogilvy London

Brand or client: UPS

URL or microsite: www.london2012.ups.com

Summary

UPS is a global B2B “superbrand”. But even global superbrands sometimes need a kickstart to connect to a local audience.

UPS’s sponsorship of the London 2012 Olympics, and our communications, built that connection with UK decision makers in SMEs.

Communications highlighted that UPS did more than just sponsor the Olympics – UPS (literally) delivered the Games.

This unique message enabled us to:

1. Create top of mind awareness of the sponsorship, showing how UPS logistics was essential to making the Olympics happen.
2. Generate consideration and engagement by creating the link between the sponsorship and our audience’s business needs.
3. Cut through amongst a background of high profile Olympic activity from other sponsors - household names like BT and BA.

Timing was essential. Smart planning enabled us to establish sponsorship credentials earlier than many other sponsors, then use the run up to (and period during) the Games to drive consideration and engagement.

Success was borne out by research results showing that we created the desired cut through, opening the door to more business opportunities and putting UPS on the map with our audience.

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About the client company
Who are they? What do they do? What industry do they operate in? What's their history?

UPS is a multi-billion-dollar global corporation, focused on the goal of enabling commerce around the globe.

UPS is the largest package delivery company in the world and one of the world's most admired B2B brands. Everyday UPS manages the flow of goods, funds and information in more than 220 countries and territories worldwide.

UPS communicates its offerings through the global campaign "We ❤Logistics", developed by Ogilvy in 2010.

Strategy – broader business issues the company is facing
What issues or challenges did the organisation face?

Despite being a global corporation, with over 100 years of service, UPS only expanded beyond the US in 1976, and entered the UK (the focus of this paper) in 1989.

The UK is a tough market for any logistics provider – it's mature, with well-established local and international competitors. Although the campaign vehicle of "We ❤ Logistics" was designed to communicate the breadth of UPS's offering, by 2011 limited media spend relative to the competition meant audiences weren't aware of UPS's full portfolio of services, and the brand lacked top of mind awareness.

Objectives of the campaign
How did this campaign aim to address this and add value to the business on a more general level?

In 2009 UPS became the 'Official Logistics and Express Delivery Supporter of the London 2012 Olympic and Paralympic Games'. This meant transporting over 30 million items upon which a successful Olympics depended – from medals to blood samples, to 172 venues nationwide.

In the words of Lord Coe, Chairman of LOCOG:

"Staging an Olympic Games and Paralympic Games is probably the biggest peacetime logistical undertaking in the world."

Here was an opportunity for UPS to deliver the promise of "We ❤ Logistics".

Our mission was to:

1. Create top of mind awareness of our sponsorship by showing how UPS logistics was essential to making the Olympics happen.
2. Generate consideration and engagement by creating the link between the sponsorship and our audience's business needs.
3. Do this amongst a background of high profile Olympic activity from other sponsors.

The target audience
Who was the campaign designed to appeal to? What particular issues are there associated with appealing to this particular audience?

Shipping and logistics decision makers in SMEs. Mostly men in their late 30s to mid-50s, ranging from small business owners to senior-level decision makers.

Although the Olympics were a source of national pride and interest, their businesses were operating in a struggling economy against the background of a recession. They needed a partner to help them succeed in the face of difficult conditions. They knew of UPS, but it wasn't front of mind and they didn't yet understand the full breadth of UPS logistics and what it could achieve for their business.

Media, channels or techniques used
This focuses on the campaign itself. What was the mix of media? Why was this chosen? What was the mechanic? Was there an offer? How did this respond to the challenge of communicating with the target audience?

With such a high profile, public sponsorship we had to incorporate high profile, public media. TV and outdoor would be crucial.

However, generating awareness alone wasn't enough. We needed to get our audience involved and engaged with the campaign, capitalising on the interest in the Olympics to fuel the conversation and ultimately creating a favourable selling environment for UPS's sales force.

A fully integrated, 360 degree campaign was a must. And central to this was our engagement idea –

"UPS logistics enables the London 2012 Games to happen".

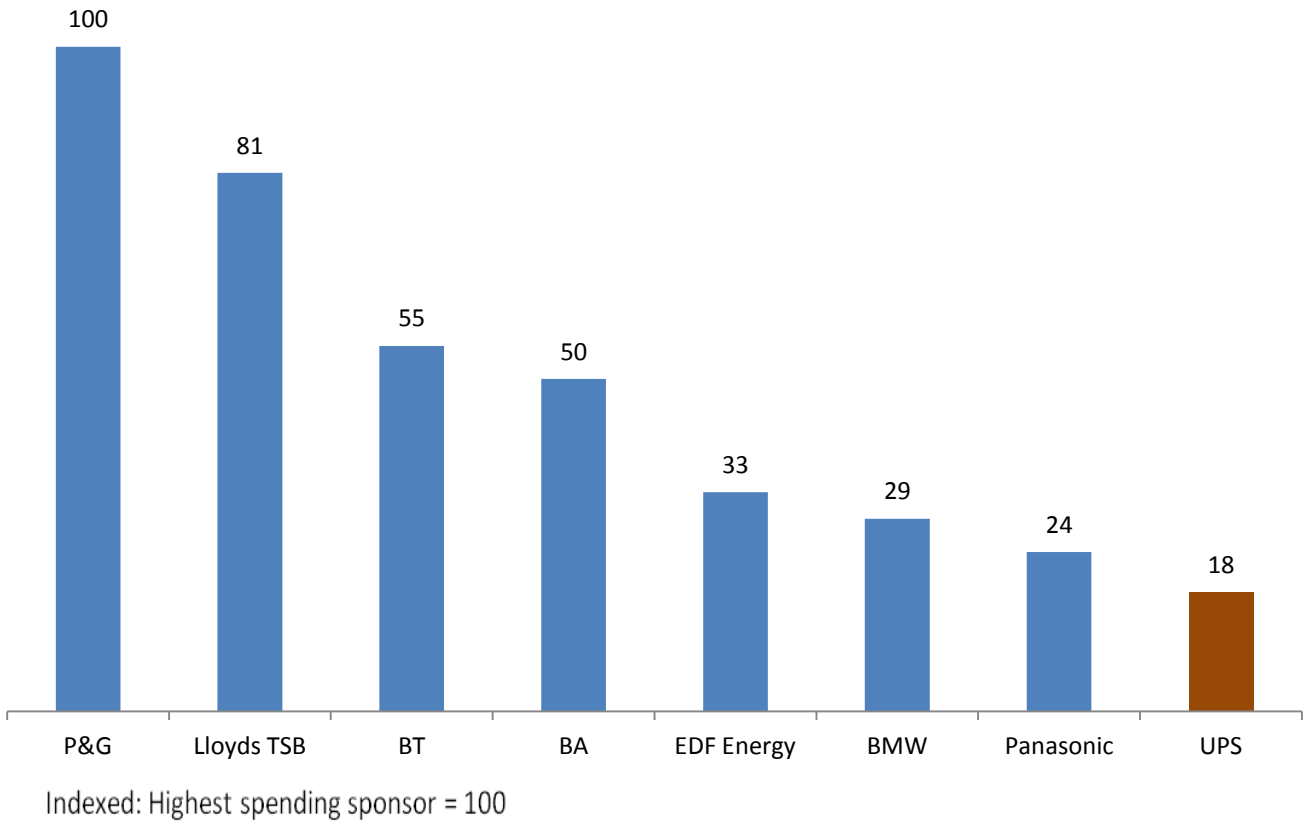
A single powerful thought that could create the synergy we needed.

Timescales of the campaign

This section must explain which activities happened when – eg. research, planning, phase one, phase two, follow-up, reporting analysis

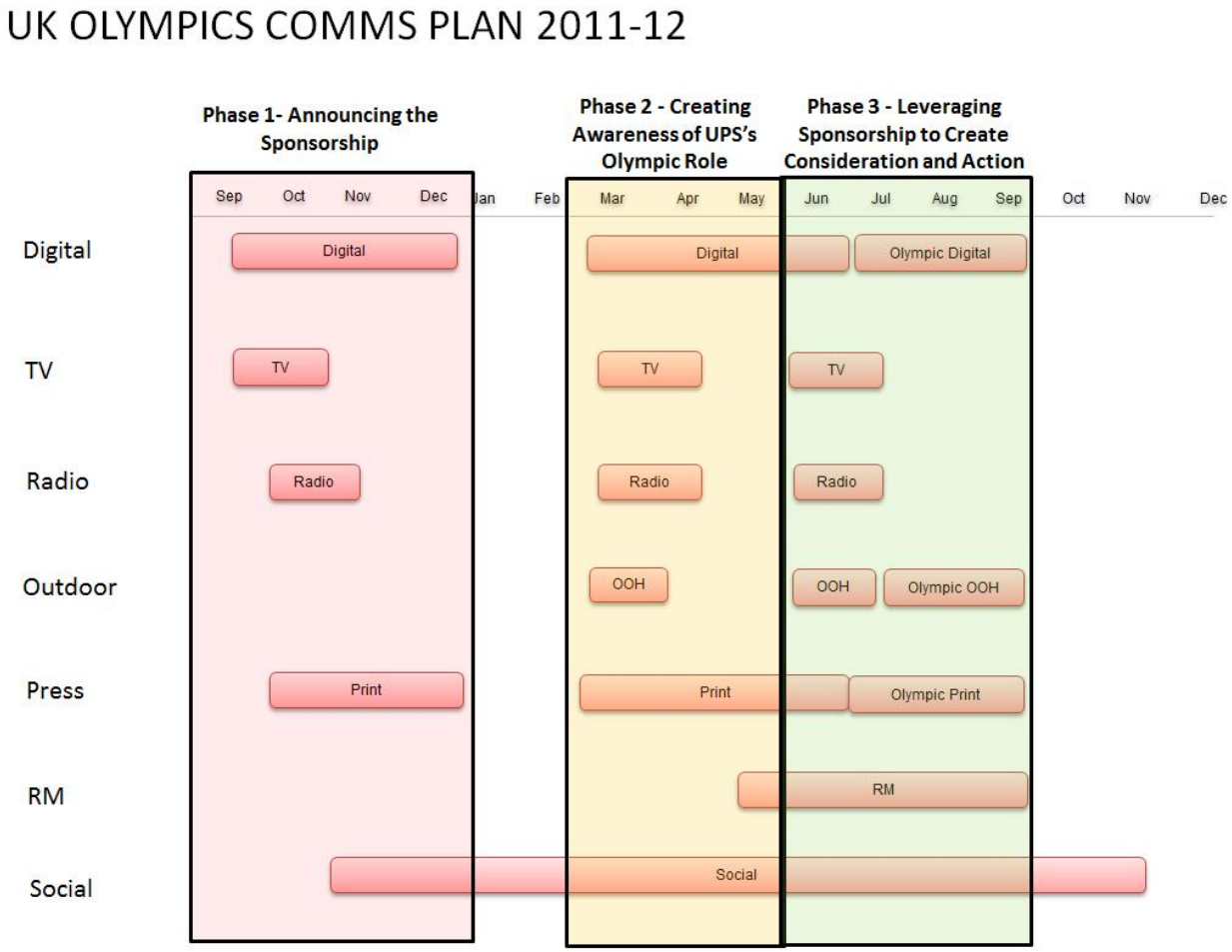
A key challenge was achieving cut through amongst other Olympic sponsors, as UPS's planned media budget wasn't going to be at the level of these megabrands. Indexing our spend verses the reported spend of key sponsors highlighted the scale of our task.

Figure 1 - Olympic media spend by key sponsors Sep 2011 - Sep 2012 (*sources: Neilsen/ Ebiquity*)



The key to our breakthrough was planning and executing early. Whilst Olympic sponsors traditionally capitalise on mounting interest shortly before the Games and concentrate their spend in the months leading up to the event, getting our message out early meant we started creating awareness through ATL before the media landscape became cluttered and media costs rose – achieving more "bang for the buck".

We planned a campaign with 3 phases, utilising a suite of channels:

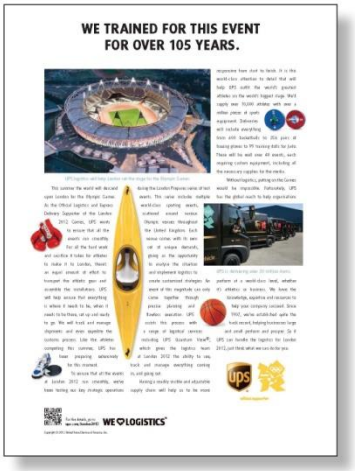


Phase 1: Announcing the Sponsorship

Announcement in paid media







Print

Online





TV & radio

http://oliver.primary.co.uk/ups/2013/ads/song_tv.html

Announcement in owned media

Video case studies





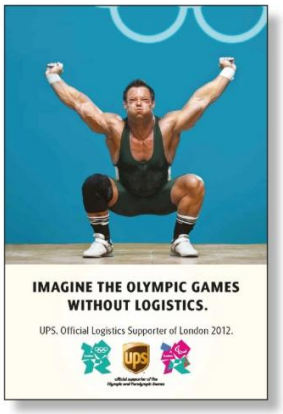


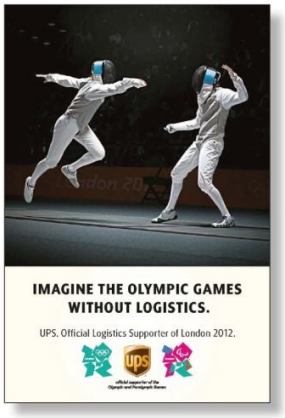


http://newlogistics.ups.com/london2012/paralympics/
http://newlogistics.ups.com/london2012/LOCOG-partnership/
http://newlogistics.ups.com/london2012/delivering-furniture/
http://newlogistics.ups.com/london2012/reduce-carbon-footprint/

Phase 2: Creating Awareness of UPS's Olympic Role

Radio http://oliver.primary.co.uk/ups/2013/ads/radio_spots.html





Outdoor









Outdoor (Stratford station takeover)

Website



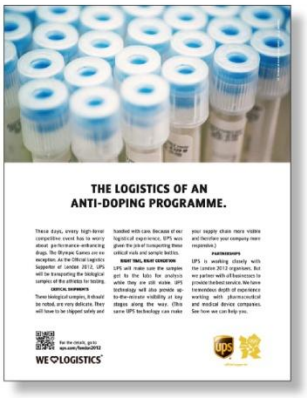
Website http://newlogistics.ups.com/london2012/



Social media

Phase 3: Leveraging this Sponsorship to Create Consideration and Action

TV Olympic spot http://oliver.primary.co.uk/ups/2013/ads/if_tv.html





Print

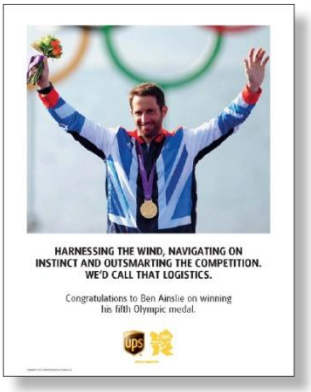


TV & radio

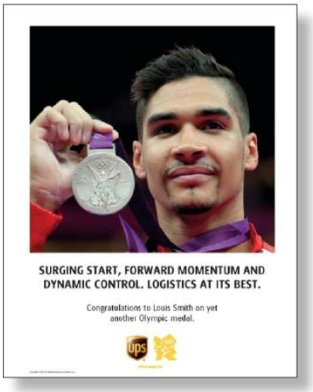
Online







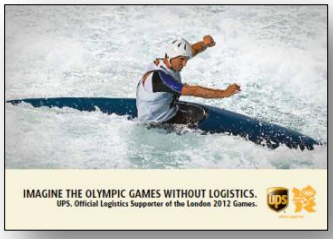
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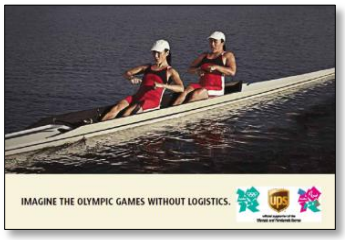


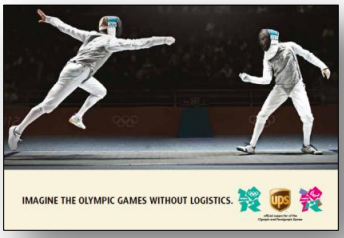
LEVERAGING THE SPONSORSHIP – 5 stage direct mail campaign











Budgets

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

Results

This section is crucial – if information is commercially sensitive, percentage figures for targets hit and ROI attained are acceptable. Content must explain which measurement technique was being used and why – e.g. brand awareness, leads generated, size of pipeline etc.

Confidential – not for disclosure

We measured results using a quantitative research study conducted by Repucom in two waves, amongst 602 logistics decision makers, 756 employees and 167 visitors to UPS's Facebook page.

1. ***Different channels worked as intended, successfully generating brand awareness, consideration and engagement.***

Awareness amongst decision makers rose throughout the campaign – those definitely aware of UPS's sponsorship rose.

Wave 1 results showed our strategy of starting communications early was successful, as we increased awareness to a high base level before the "Olympic clutter" from other sponsors kicked in.

Consideration increased, with customers more likely to use UPS more often due to the sponsorship. Promisingly, consideration of UPS amongst non-customers rose.

We fuelled engagement, with a majority of those engaging with UPS's Facebook page feeling more positive towards UPS. A majority of those interacting with UPS's social media followed up with other digital channels, including UPS's Website.

Of those engaged, a majority agreed that UPS was vital to making the Olympic Games happen.

Additionally, RM to customers achieved a strong registration rate.

2. ***These elements meant the campaign overall worked as a whole***

Positivity towards UPS because of the sponsorship was very strong – a majority of our audience felt more positive towards UPS as a result. There was strong agreement that "UPS logistics made the London 2012 Games Happen".

UPS staff felt positive. There was strong agreement that the sponsorship helped them enhance existing customer relationships, with many noticing an increase in shipping and receiving positive feedback from customers about UPS's sponsorship.

Client testimonial

A direct quote from a marketing decision maker involved in the project, confirm its success and achievement of objectives, and ideally why it is worthy of winning an award.

"The London 2012 Olympic and Paralympic Games was a unique event in the UK's history. And UPS's support of the Games was a unique opportunity to connect to our UK audiences, showcasing our ability to handle the most demanding of logistics. Communications were vital in getting these messages to our audiences, creating awareness, engagement and activation of our customers, prospects and employees. The planning and execution of this campaign delivered strong results and were instrumental in UPS achieving its goals."

Heather Bizzell, Director, Europe Region Communications, UPS

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Supporting material supplied

2x A2 boards