FINALIST 2014
B2B AWARDS

fox parrack singapour

Category number: 17

Category name: Best Corporate Decision Maker-Targeted Campaign

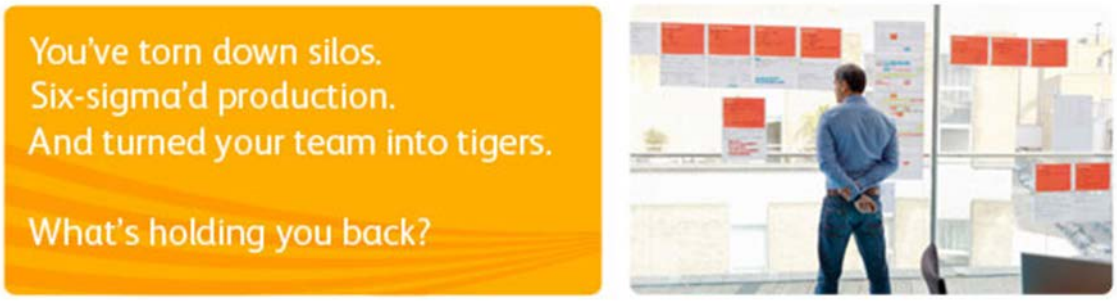
Programme/initiative name: Xerox Managed Print Services Campaign

Agency: Fox Parrack Singapour

Brand or client: Xerox Managed Print Services (MPS)

URL or microsite: www.xerox.com/optimistic – also viewable at www.foxps.com/work/mps/

[Summary page]



Managed Print Services (MPS) includes everything from making office copying and printing more efficient and secure, to digitising and automating paper-based business processes.

The benefits can be enormous, but it's a complex set of processes that involves various decision makers over a long period of time – as well as considerable investment.

At the beginning of 2013, the EMEA business climate was at its lowest ebb, and extremely risk averse. Our job was to show why Xerox MPS was a better bet than all the usual business transformation tricks – and why, in fact, it was a reason for real business optimism.

Our campaign poses the question: 'What's holding you back?' and explained why 'Optimism starts here.'

It looked like a risky strategy at the time. But as the campaign launched, green shoots were already appearing, helping Xerox to establish itself as a real leader and enabler of business growth.

To date, campaign ROI is now 20:1 – and expected to grow to around 50:1.

[Main submission]

About the client company

For more than half a century, Xerox has been a leader in document technology and services, and continues to build on this heritage of innovation. From a rich history of copiers and printers, it is now the world's leading enterprise for business process and document management, including claims reimbursement, automated toll transaction, customer care centres and HR benefits management. Xerox is dedicated to innovation, service and giving its customers the freedom to focus on what matters most: their real business.

Strategy – broader business issues the company is facing

Over the last 10-15 years, the printer and copier markets have converged, with two different pricing models needing reconciliation. Xerox ruled the copier world. HP the printers.

The Managed Print Services (MPS) landscape has evolved significantly over the past decade. As core services have become increasingly commoditised, leading providers are looking to differentiate through enhanced services such as business process and IT.

The original benefits of MPS have not lost their appeal: cost-savings and improved efficiency still matter, but these are now standard expectations. The enhanced expectations that clients have of their MPS providers are increasingly ambitious – for example, improving financial flexibility, driving free cash flow, increasing market penetration, expanding in emerging markets and strengthening customer satisfaction.

Xerox MPS helps customers gain visibility and control of their spending, which frees up budget for innovative projects that improve efficiency and drive competitive advantage.

Buying into a full-on MPS programme is no quick decision. Typically, it will take 18 months for a prospect company to fully engage with a programme, during which time they will have to assess their existing processes and get buy-in from a range of decision makers.

Objectives of the campaign

The broad marketing objectives for the campaign centred around reinforcing Xerox's market-leading position. The ability to support innovation and provide industry-specific business insight means they are best positioned to help their customers drive greater business value and sustained long term performance.

The specific, measurable targets for the campaign were to grow European business in 2013, creating an anticipated sales pipeline (qualified leads) of at least $20m. Any immediate attributable sales would be a bonus.

The target audience

Our target audience included CEOs, CFOs, CIOs and other senior IT decision makers.at public and private organisations of more than 1,000 desktop users.

In all, we messaged a pan-European audience of around 12,000 senior decision-makers.

Issues included the requirement to include all Western European countries (UK, France, Germany, Benelux, Spain, Italy, Austria, Switzerland and the Nordics), requiring us to keep a close eye on cultural fit when adapting and translating for these different markets.

Also, at a time when these organisations find it hard to prioritise where best to focus their efforts and investments to deliver greatest value to the business, selling in a complex solution could be viewed as 'more trouble than it is worth' to the C-level execs, and potentially job-threatening to the IT fraternity. Our messaging had to make it clear that significant business change and improvement could be achieved with minimum effort on behalf of the organisation.

In addition, we needed to sell the rationale for our 'Optimism starts here' campaign to a recession-jaded salesforce.

Media, channels or techniques used

The externally-focused content marketing campaign consisted of:

- Emails and landing pages, delivering:
    - 'The Chief Optimist' – a magazine co-authored with Forbes, with expert commentary on business strategy and related Xerox MPS case studies (content adapted from US version)
    - White papers, case studies and videos
    - Webinar
- Campaign microsite delivering the above content as well as further case studies and video content
- High-impact DM to the top 800 decision makers
- Self-mailer DM to the rest of the database

Internal communications across Xerox EMEA included a range of supporting collateral to inform and motivate the internal sales teams, including a video, posters, t-shirts and a portal providing campaign collateral.

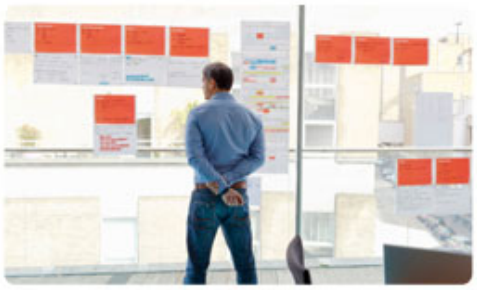
First email:

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xerox

You've torn down silos.
Six-sigma'd production.
And turned your team into tigers.

What's holding you back?



Dear <Name>,

How would your business change if it took 80% less time to retrieve your customers' information or process their transactions?

Managed Print Services used to be just about cost savings. Now – with MPS evolving to include business process optimisation and IT service management – 40% of large enterprises are looking to providers like Xerox to drive innovation, productivity and shareholder value.

To see why MPS is inspiring a fresh sense of business optimism, download the Quocirca report here.

Kind regards,

Darren Cassidy
Managing Director, Xerox UK & Ireland

Quocirca report: 'The next frontier for managed print services'.



See how 'next generation' Managed Print Services can transform document intensive business processes – and why Xerox is the leader in the field.

Optimism starts here

BT case study

BT cut office print costs by over €12m in four years.

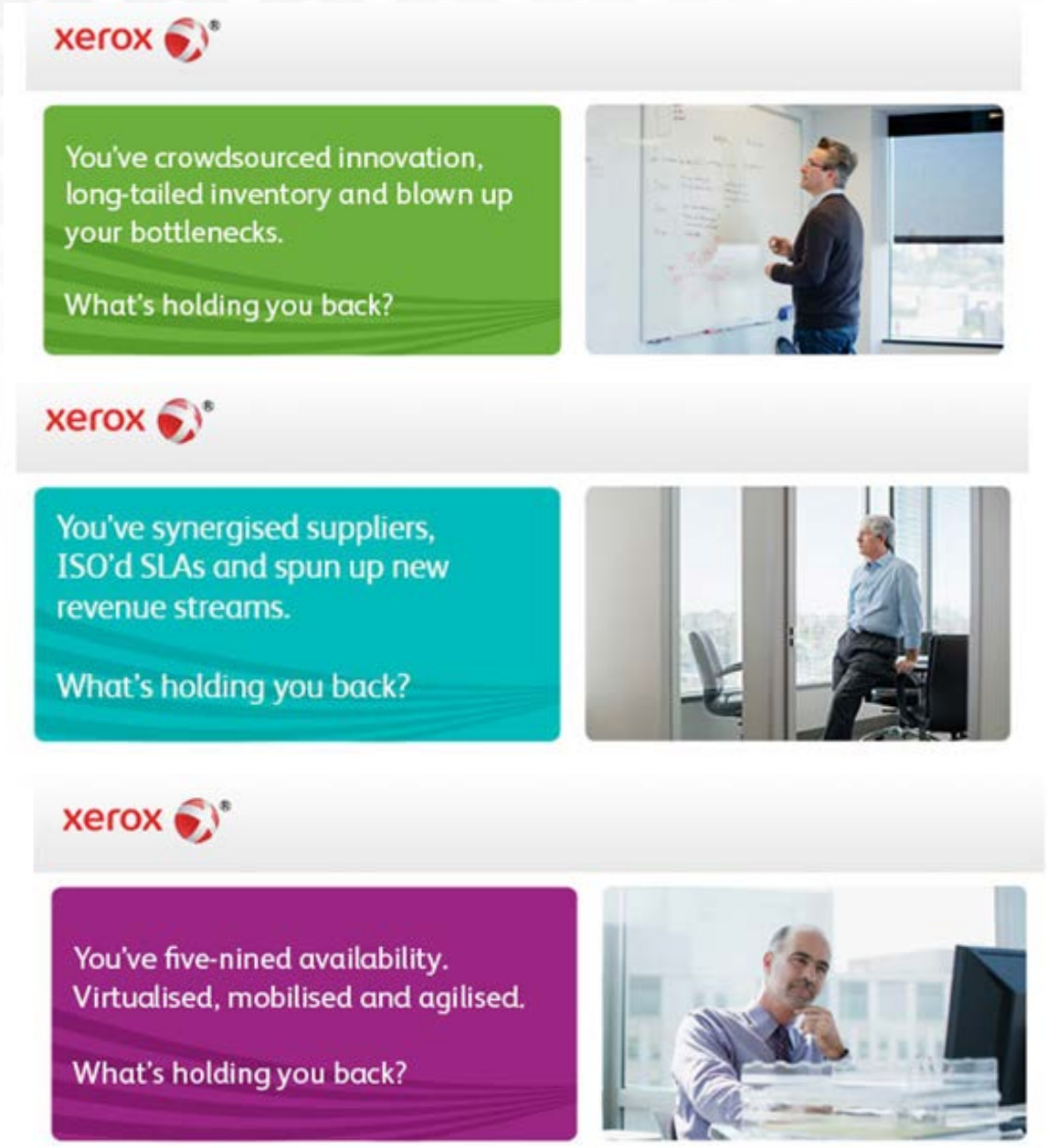


Watch video

Download pdf

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Further email headers:



Campaign microsite – at www.foxps.com/work/mps/



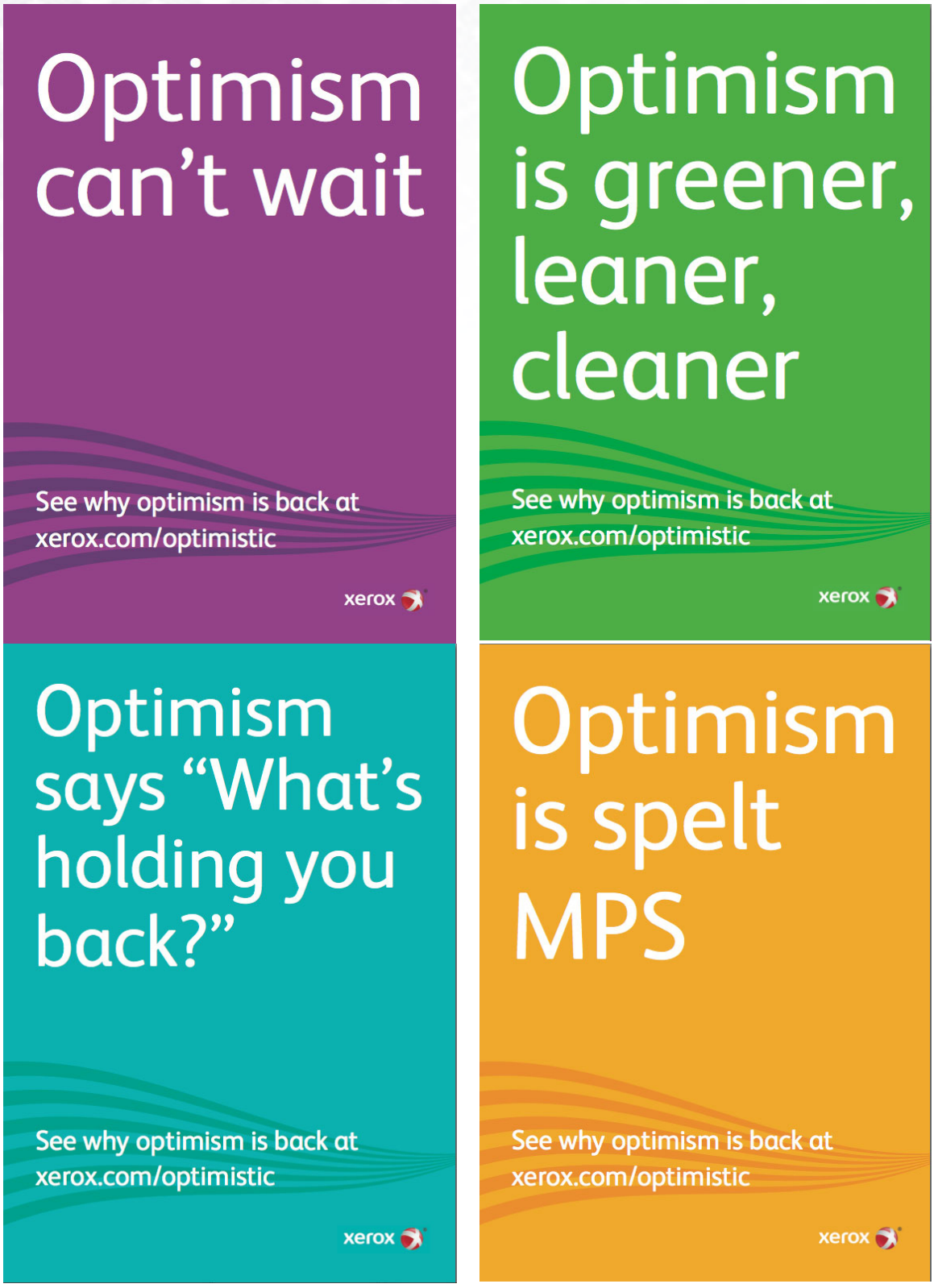
High-value DM outer:



High-value DM reveal – a life-size cast of Neil Armstrong's famous footprint:



Internal posters:



Timescales of the campaign

Research and planning for the campaign took place within the first quarter of 2013, with the first activities to Xerox's internal audiences being launched in May, by which time the 'Chief Optimist' magazine was released and the microsites were available in all languages.

The first phase of email marketing, founded on the Marketo marketing automation platform, took place in four waves between May and July 2013 and was immediately followed up with telemarketing to all engaged respondents.

Phase two emailing (again in four waves) kicked off in September, culminating in the high impact 'Moonboot' mailing to around 800 key targets (again carefully coordinated with telemarketing activity).

Results

The 'Get Optimistic' campaign has been instrumental in cementing Xerox's perceived position at the vanguard of the MPS movement, where the company's leadership position has this year been advanced in the eyes of all the leading analysts, including Gartner, Forrester and IDC.

From a lead generation point, the campaign comfortably exceeded its targets, culminating in almost $33m of pipeline leads. Immediate closed value of $4.2m in itself generated a ROMI of over 20:1, while eventual return on investment based on the conversion of existing leads is expected to reach almost 50:1.

Client testimonial

"As a first foray into lead nurturing and marketing automation, the results have far exceeded our expectations. The Agency did a great job of identifying the motivations of our prospects, and came up with a creative route which could not only be extended into a whole variety of executions but also hit the nail on the head for our key prospects. MPS isn't a quick sale – and as time goes by, the return on investment seems to be gathering more and more momentum."

- Conrad Mills, Large Enterprise Marketing Manager, Xerox Europe



The moonboot – now a must-have executive desk accessory

Supporting material supplied

Two presentation boards included.

Submission ends