FINALIST 2014 B2B AWARDS

Category number: 18

Category name: Best international audience campaign

Programme/initiative name: QuickStart

Brand: TMF Group

URL or microsite: www.tmf-group.com/quickstart

TMF GROUP

Global reach
Local knowledge

[Summary]

Analysis showed we were selling individual services. Worse still, it was often selling one service and then re-engaging later to sell others – not good for us, nor for customers who would benefit from having fewer suppliers.

This had to change to achieve the company strategy of aggressive growth both in presence and revenue.

And so QuickStart was born. It clearly articulates our services, allowing potential customers to understand what we do quickly, and our sales force to understand how to cross-sell on a global level. Using the premise of explaining things to a child, it draws on storybook style and simple English – distinctive for the lawyer and accountant audience.

After launching to applause at sales conferences, our videos became integral to the sales arsenal, reaching almost 140,000 views across all platforms in just six weeks. Video seeding over-delivered substantially. Targeted enhanced digital creative shows strong engagement rates in the right demographics. Users spent more than 1200 hours engaging with web banners; it surpassed the B2B engagement benchmarks per view by 67%. More than 100 opportunities are now on CRM; details were provided in the original submission to judges. Customers are enquiring using QuickStart terminology.

And with that, QuickStart revolutionised our business.

[Main submission]

About the client company

A product of mergers and acquisitions, TMF Group has grown quickly to become one of the world's leading full-service outsourced business providers – and the one with the widest range of services and best geographic presence. The company vision is to become the partner of choice for companies expanding across borders.

With operations in more than 75 countries, almost 5000 employees, and serving over 35,000 clients - including half of the global Fortune 500 - we are well on our way to achieving the goal of becoming the leading outsourced business service provider.

Strategy – broader business issues the company is facing

The sales culture was not keeping up with the growth of the company. Sales still happened very much in silos, either in-country or in single service lines. The sales force consisted of subject experts, but they often fell back to their comfort zone (for example, payroll experts only sold payroll). Often we were servicing a client in separate countries for multiple services, but they had to deal with separate people for each service and were unaware of the amount we did for them. Equally, there was an issue of articulating what exactly TMF Group does as the breadth and depth of support we can give to growing companies is huge. Clients often just knew us for one service.

This had to change in order to achieve the company strategy of aggressive growth both in terms of presence and revenue.

Objectives of the campaign

The QuickStart proposition was born partly through a need to address the sales issue, and partly to help explain exactly what it is TMF Group can do for a company.

It gives a clear articulation of our services, both allowing potential customers to understand what we do quickly, and our sales force to understand how to cross-sell on a global level. Using the premise of explaining things to a child, it draws on storybook style and plain English – very different to the usual lawyer/accountant language that proliferates much of TMF Group's old collateral.

The aim was to increase understanding of our proposition both internally and externally, to position TMF Group as a global partner to help business grow, and, of course, to generate leads and ultimately revenue growth for the business. The international nature of our business is really key to the proposition – we can help companies to grow anywhere in the world – and this is brought home by a series of QuickStart country-based flyers detailing the benefits and challenges of investing in that particular country. The campaign objective included raising awareness of how international we are.

The target audience

The target audience was twofold: the TMF Group sales force, and those they are selling to. The former was historically cynical and unreceptive, but this proposition was met with applause when launched at a sales conference.

The latter audience – clients, feeders and potentials of both – struggled to understand what TMF Group could do for them, and we had struggled in the past to fully articulate the answer.

Media, channels or techniques used

Limited by budget but wanting to make a big impact, we opted for two videos upon which to hinge the campaign. The videos themselves were very different for the market: instead of the usual B2B talking heads and corporate speak, we went for John Hurt narrating a storybook. It played in to the “explain it like you would to a child” message of getting across the breadth of our services.

The videos were then pushed through the usual social media channels (YouTube, Twitter, LinkedIn, Google+) and through an EDM to a select group of clients, prospects and intermediaries, and were backed up with a raft of collateral targeted to countries and services, including video brochures. Events kits were re-badged with QuickStart messaging and example slides produced for easy insertion to pitches and tender documents.

A series of webinars about doing business in our target countries for the year are now running under the QuickStart banner, too. The Ireland webinar received its first lead just 5 minutes after the webinar concluded.

But the real trick of this campaign came through the video seeding project. Working with digital agency Smithfield, the video was placed in banner ads targeted at B2B sites across US, EMEA and Asia, resulting in higher than average engagement figures.

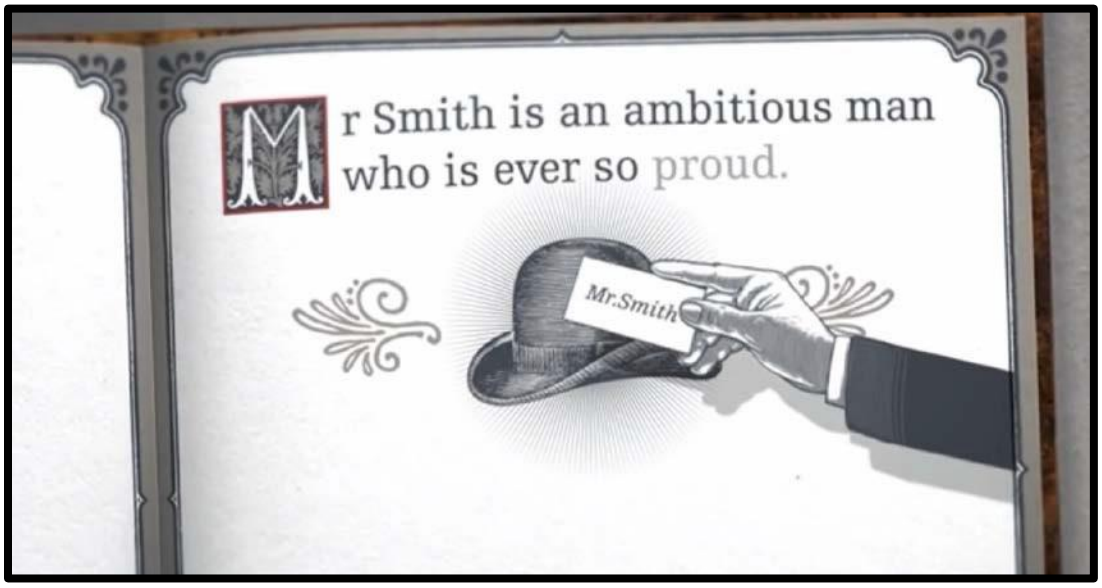


Image 1: still from QuickStart: to Market Entry video



Image 2: collateral was produced in-house by the marketing team



Image 3: video brochures initially helped to sell in the concept to the sales force, and are now used for impressing potential clients and partners

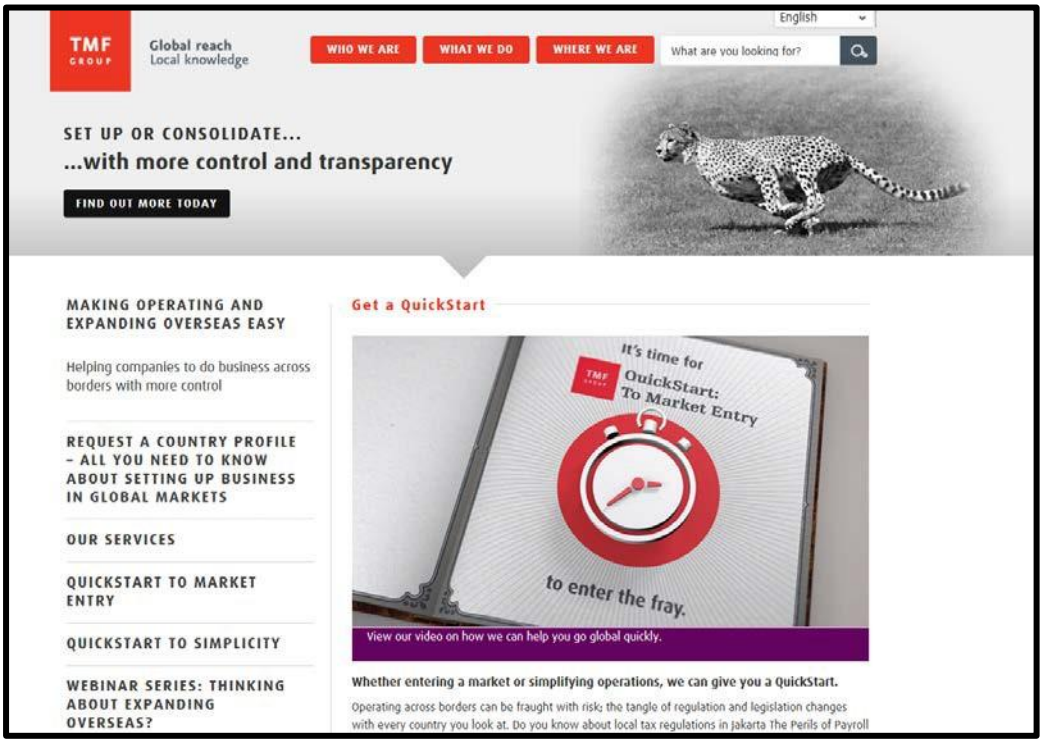


Image 4: landing pages were built for the campaign, as well as each video

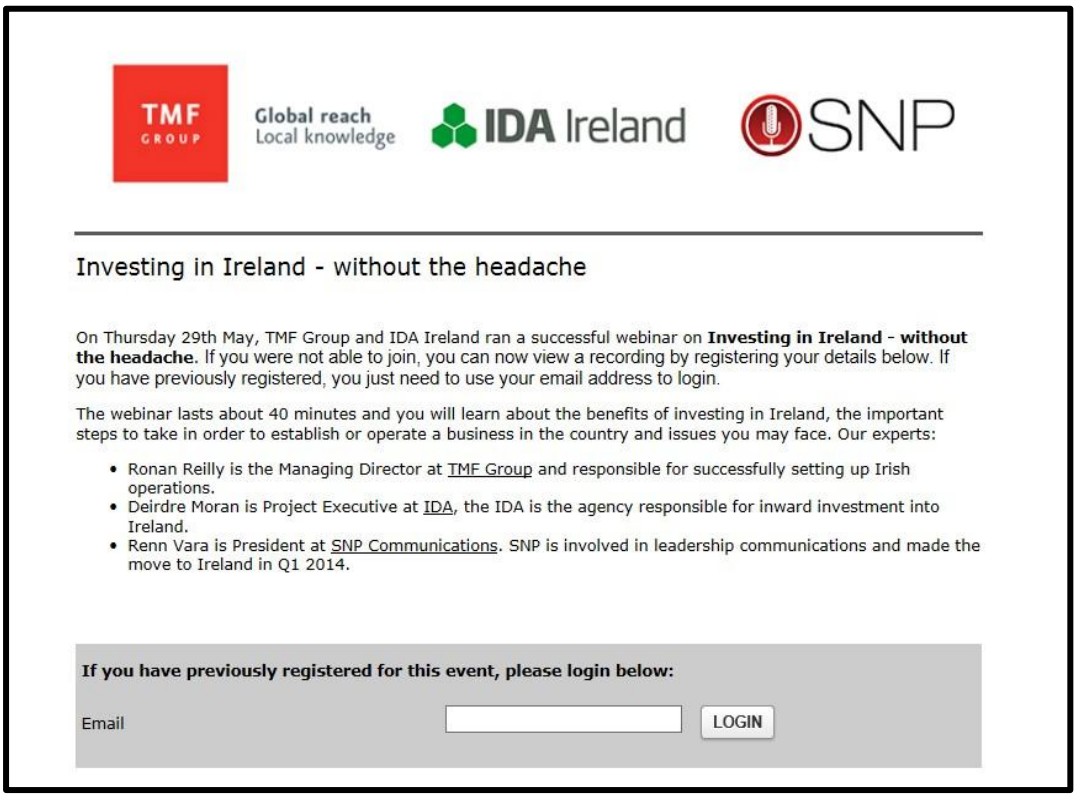
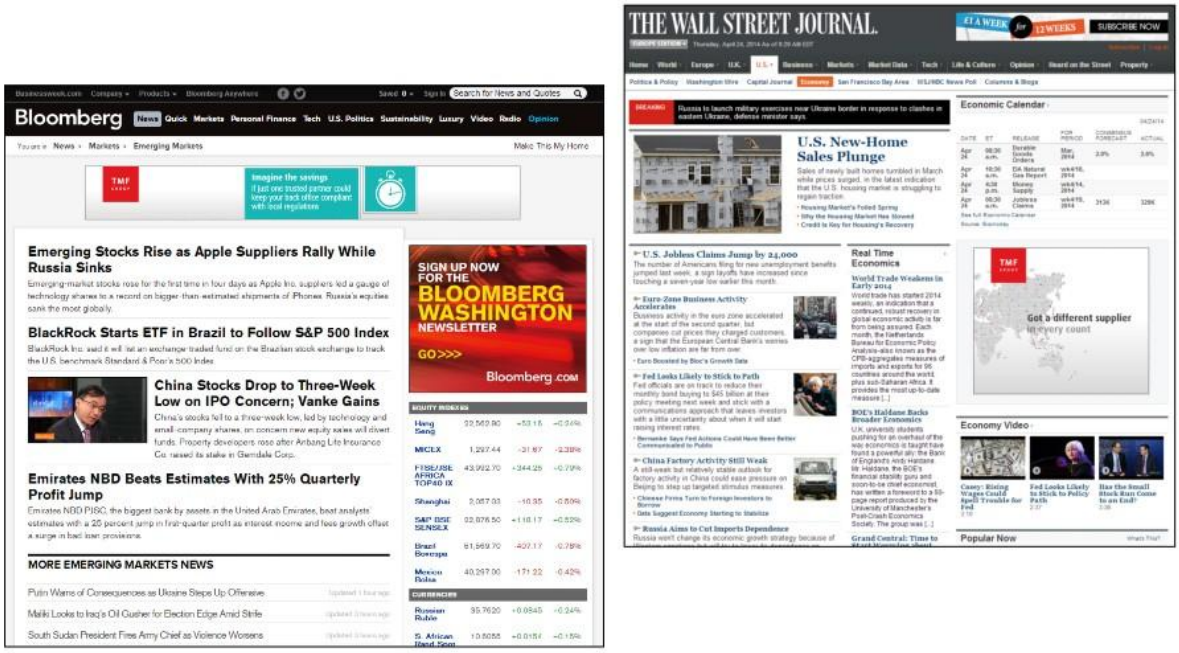


Image 5: working with partners and clients in each country, we are in the midst of a series of webinars focussing on expanding across borders





Images 6-8: smart banner ads targeted the campaign to our audience, building on the profiles of those who click to target similar readers

Timescales of the campaign

Conceived in February 2014, the campaign went through planning phase – including scripting and production of the accompanying two videos – in March, before launching on 14 April 2014. The proposition has been quickly taken up by the business, and is already an integral offering.

Budgets

The majority of work – including writing, design and management of all collateral and EDMs - was done by the small in-house marketing team at TMF Group. The only items outsourced were production of two videos and the global video seeding/targeted display ad projects. Budget details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

After launching to applause at the annual sales conferences, the videos quickly became integral to the sales arsenal. The Power of One has 54,289 views and

The Story of Globalisation has 85,513 views since publication on 14 April 2014 (six weeks). A global video seeding campaign run alongside the campaign over-delivered by 14%; in total, the videos received almost 140,000 views in just two months. The campaign landing pages have received well in excess of 10,000 views in the same period. A screening at a corporate council event was met with applause – by people who had previously never heard of us.

Targeted enhanced digital creative went live on 1 May, showing strong engagement rates in the right demographics. Users spent 1200+ hours engaging with web banners, surpassing B2B engagement benchmarks per view by 67%.

Client testimonial

Chief Sales Officer Alan Coffey: “QuickStart surpassed even our greatest hopes. In six weeks, the campaign has resulted in more than 100 enquiries via our website’s dedicated campaign page and a whole lot of brand awareness with our targeted audience. It has revolutionised the way we position our business both internally and externally.”

[982 words]

Supporting material supplied

Video brochure

Appendix

Campaign landing page: http://www.tmf-group.com/quickstart

QuickStart to Market Entry service page: http://www.tmf-group.com/en/what-we-do/services/quickstart-to-market-entry

QuickStart to Simplicity service page: http://www.tmf-group.com/en/what-we-do/services/quickstart-to-simplicity

Submission ends