QUANTUM MARKETING

Leaders in B2B Technology Marketing

Category number:
8

Category name:
Best Use of Content Marketing

Campaign/initiative name:
TCS Retail Decision Maker Campaign

Agency:
Quantum Marketing Group (Quantum),
Reading, UK

Brand or client:
Tata Consultancy Services (TCS)

Word count:
1194 words in total

Confidentiality:
All financial information is confidential

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Summary

Tata Consulting Services (TCS) came to the table with two offers for retailers focused on e-Commerce and Master Data Management – the question was would they listen? Despite having a good story to tell there was a concern that UK retailers lacked awareness of TCS' global industry footprint – and local delivery capabilities. We therefore decided to get personal, and to champion quality over quantity in a bid to build meaningful engagement with the target audience.

- This was a senior decision-maker campaign, aimed at 29 organisations
- We needed to identify individual contacts, as well as the specific business challenges they faced
- The result was a bespoke report tailored to their immediate concerns
- Engagement levels reached 190% of target
- Content was the primary driver of success, providing a platform for initiating conversations based on demonstrating relevance, value and the benefits of change.

"For TCS, the campaign represented a first touch point to many UK retailers. The approach taken enabled us to engage the audience, demonstrate our understanding of their market challenges, and provide a framework for face-to-face discussions."

Matt Skipper, **Director, - Horizontal Marketing & Campaigns Europe, TCS**

191 words

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TATA CONSULTANCY SERVICES

About the Client Company

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT, BPS, infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 300,000 consultants in 46 countries.

84 words

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Strategy - Broader Business Issues the Company is Facing

Talking Capabilities
The changing retail landscape was the backdrop to the proposed activity.

TCS didn't however just want to add to the noise already in the market with further recommendations for what retailers 'should' be doing. Instead, we wanted to focus on fit, and align what TCS could offer with what an organisation actually needed.

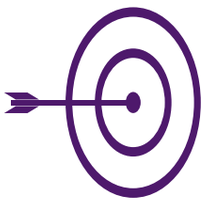
Talking Shop
Undergoing change in an integrated e-commerce strategy or fundamentally changing the supply chain environment is not for the faint hearted. For retailers any transformation creates business upheaval – and business risk.

For TCS this meant demonstrating credibility, and a safe, trusted and highly capable pair of hands. But there was also the need to demonstrate empathy, and show that we understood a contact's business environment – along with the challenges and opportunities this created.

Shaping the Conversation
The buying cycle for large outsourcing deals may be complex, but it all starts with a single conversation. We therefore needed to open some doors, and to personalize the message to create a sense of value around meeting with TCS. Spray and pray was definitely out.

186 words

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Objectives of the Campaign

A Focus on Engagement
What we were tasked to deliver:

From
29 target organisations
159 total contacts

Generate
Engage with 1 in 5 of the senior level decision makers within the target audience.

Making Introductions
With an audience that's time poor and difficult to reach without personal introductions, we needed to announce TCS as a strategic player – and connect the time commitment of meeting a senior TCS director with quantifiable outputs.

Highlight the Power of Relevance
We also needed to grab the reader's attention. This meant doing our homework and developing personalised content that spoke their language, confirmed the efforts TCS had made to understand their business issues, and addressed their requirements directly.

119 words

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Target Audience

The campaign's goal was to connect TCS with senior decision makers and influencers that we identified across a number of large UK retailers. Each contact received a report focused on either:

- Operations and supply chain
- E-commerce, marketing and channels

44 words

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Media, Channels or Techniques used

The Hook

When we talked meaningful engagement with TCS, what we meant was that one nugget of information, uncovered during research, which would connect our content to the reader's day-to-day experiences. In other words, we needed to cross the divide between what was important to TCS, to what was important to the retailer.

So our researchers set to work. The intelligence we sought could be found in a financial announcement, a press release, even an executive's interview. What mattered was identifying specific areas of the business under the strategic spotlight, and therefore front of mind for our audience.

Step 1:

Our staring point was the annual report for each target account. However, we also wanted to find more operational concerns that tied in with the stated strategic imperatives. To do this we broadened our research to include recent news articles and other suitable third party sources.

Step 2:

From this we distilled the findings down to a summary of the challenges faced by each individual retailer – challenges that corresponded to the 'sweet spot' for TCS services.

Step 3:

Next came the 'Retail Viewpoint'. To add further depth to the report we wanted to infuse it with opinion, and demonstrate that TCS had the experience to offer a view on the industry, and to highlight common challenges faced by all retailers.

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Media, Channels or Techniques used (continued)

Step 4:
To this market intelligence we next added a summary of the key challenges we knew faced each specific job function.

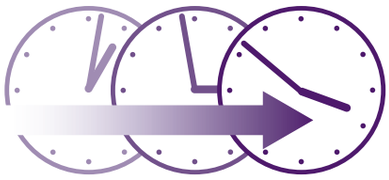
Step 5:
Then we added the TCS piece – an easily digestible overview of their e-Commerce and Master Data Management propositions. The specific areas highlighted were chosen for their relevancy, and supported by references from other global deployments.

Step 6:
Finally, we tested our data. Recipients were contacted in advance to let them know what to expect, and then the reports were couriered over. To complete the circle, we followed up delivery with a prompt phone call.

The end result was a framework that could be utilised for future campaigns – a structure that is now being rolled out across Europe and over multiple industry sectors.

353 words

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Timescales of the Campaign

The campaign had a 6-week development window- starting May 28th to July 12th 2013.

19 words



Budgets [CONFIDENTIAL- NOT FOR DISCLOSURE]

The total budget was £38,000

Of which:

- £7,500 was for data and telemarketing follow-up
- £3,000 was for print and couriering
- £27,500 went on production

Overall, this meant that each bespoke report cost under £240 to create.

45 words

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Personalised Reports











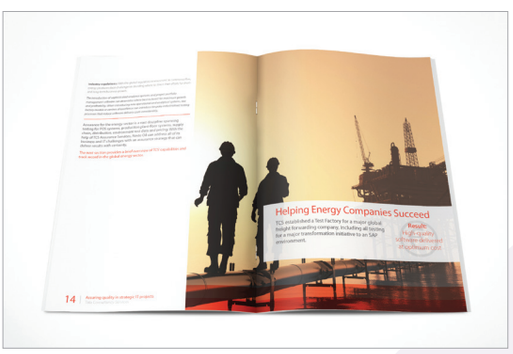


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Results

CONFIDENTIAL- NOT FOR DISCLOSURE

Our initial target was to generate direct engagement between TCS and 1 in 5 of the targeted organisations.

We achieved 190% of target.

Feedback also told us that the personalised content had truly resonated;

77% of contacts directly engaged with it.

Just as importantly, the campaign allowed TCS to raise its brand and retail presence by 86% inside the retailers we went after.

Pipeline has not been disclosed simply because the on-going discussions will hopefully culminate in complex, multi-phased BPO deals. As TCS confirmed at the initial brief, our focus was on initiating early engagement rather than a pipeline number.

101 words

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Client Testimonial

"This campaign worked because we treated the audience as a diverse group of individuals, each attempting to overcome a very distinct range of operational challenges. People still engage with appropriate content, and the bespoke reports contained some really clever positioning."

Matt Skipper, **Director - Horizontal Marketing & Campaigns, Europe, Tata Consultancy Services**

54 words

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Supporting Material Supplied

1 x Presentation Board Supplied
1 x Personalised TCS booklet

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About Quantum Marketing

Quantum Marketing is the B2B technology industry's global, insight-driven marketing partner of choice. We generate demand for our customers' products and services through world-class, multi-lingual and intelligent campaigns across multiple channels.

By engaging with decision makers in their local language, we provide highly-scalable, effective and measurable marketing services on an out-sourced or in-sourced basis.

Contact

Douglas Bowen
Head of Marketing Delivery

Email: douglas.bowen@qm-g.com

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QUANTUM MARKETING GROUP
Group Headquarters

Abbey Gate, 57-75 Kings Road,
Reading, Berkshire RG1 3AB

Tel: +44 (0) 118 902 2500
Fax: +44 (0) 118 902 2501
Email: enquiries@qm-g.com

www.quantummarketing-group.com

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