[Please use this template as a guide to compiling your entries for categories 1-23 in the B2B Awards 2014 – please also ensure that you have thoroughly read the 'Guidelines for submissions' document, which contains important further information that may prevent you from being disqualified]

[Title page]

[your logo here]

Category number: 17

Category name: Best Corporate decision maker-targeted campaign

Programme/initiative name: Integrate Britain

Agency [if appropriate]: Stein IAS

Brand or client: TalkTalk Business

URL or microsite [if appropriate]:

[Summary page]

Historically, TalkTalk Business (TTB) directed their offering to enterprise audiences (250+ employees) exclusively. But with the opportunity to extend its offering to a wider market, the brand looked to build relationships with Corporates and the technology partners that traditionally serviced big business: Systems Integrators (SIs) and Value-Added Resellers (VARs).

The strategy was to conduct research that would create a content asset of genuine value to the marketplace but also help shape TTB's corporate focus for 2013/14 and beyond. Getting the research themes right was crucial to ensure the results would appeal to those corporate decision-makers. A hypothesis was devised, tested and re-tested to make sure the angles reflected market beliefs.

The output was the Integrate Britain Report: a comprehensive write-up of an exceptionally detailed qualitative and quantitative research exercise with high relevance to enterprise targets. Insight from the Report was used to develop assets across multiple channels: emails, thought leadership, webinars, roundtables, social and advertising. The outcome was a steady stream of high quality leads and measurable engagement with campaign assets – multimillion pound sales pipeline to date - putting TTB on the radar of its most hard-to-reach enterprise audiences.

189 WORD SUMMARY

[Main submission]

About the client company

TalkTalk Business – telecommunications provider

Strategy – broader business issues the company is facing

TalkTalk Business (TTB) was embarking on new territory in 2013. Established as a provider to Britain's SMEs, TTB looked to gain traction with large enterprises mainly because of the challenge in attracting technology partners to sell into this space. Engaging Systems Integrators (SIs) and Value-Added Resellers (VARs) was a key objective if TTB was to succeed in entering the consciousness of the corporate decision maker.

The decision was taken to place research at the heart of the exercise with the overriding strategic objective of producing market insights that could be used

flexibly to:

1. Understand the market dynamics (attitudes and behaviours on both sides).
2. Report back to primary audiences (enterprises & resellers) and build trust.
3. Create assets for multi-channel inbound/outbound marketing, data capture and lead nurturing.

Objectives of the campaign

The objectives of this content-driven research project were:

- **Giving TTB a strong voice** among enterprises. The brand lacked awareness as a business-to-business provider at an enterprise level.
- **Getting TTB on the radar with Systems Integrators (SIs) and Value Added Resellers (VARs).** The focus was lead nurturing – not brand exposure – getting prospects to engage with campaign content (awareness).
- **Getting the industry to reflect** on the danger of defaulting to preferred suppliers. Desk research showed an adversarial market backdrop between SIs and enterprise organisations.

The target audience

- **End-users:** CIOs, FDs, Procurement and other C-level decision makers in public / private sector organisations with 250+ employees
- **Resellers:** SIs/VARs offering access to some of the UK's biggest businesses.

Media, channels or techniques used

With limited market penetration and knowledge of the sector, TTB needed independent research to define the issues and understand where the brand should be positioned in an ongoing debate regarding enterprise needs versus current reseller capabilities. A new approach was taken to developing the research and validating the proposed angles. Involving key industry titles to host roundtables made-up of SIs and VARs, TTB and Ovum developed and tested the research hypotheses - allowing TTB to not only confirm market receptiveness to the suggested themes and its approach to longer term strategic planning, but also reaching and involving its key SI/VAR audiences from the outset.

The pre-qualifying process

Three waves of research were conducted to help define the themes of the research and market report:

1. **Developing the hypothesis:** Desk research/ telephone interviews with SIs/VARs to determine the issues.
2. **Validating the hypothesis:** Our preliminary hypothesis was tested by Ovum.
3. **Testing the hypothesis:** Revised hypothesis tested in media roundtables (x3) with enterprise targets, SI/VARs, hosted by editorial teams at Total Telecom, Channel Reseller News (CRN) and Data Centre Solutions (DCS).

The Integrate Britain Report

- Ovum (partnered with for added credibility) conducted a web-based survey; 200 UK enterprises with 250+ employees recruited via outbound online campaign
- The output was an in-depth research report covering 18 pages of analysis, interpretation and expert commentary.
- Two versions of the report were written: one for SI/VARs; one for enterprises.
- We took a risky but informed call to be reasonably critical of the market. TTB could afford to position itself as a 'diplomat' because end-users and SI/VARs were already open about their conflicting needs. The roundtables had delivered frank viewpoints - supported by robust themes in the research - that would provide strong copy to work across all assets and channels.

These included:

- Dedicated web page housing the market report
- Email, landing pages, PR (thought leadership articles), advertising (online banners and print) and social (Twitter, LinkedIn and YouTube) tactics were used to market the report.
- Webinars were hosted with two of the roundtable publications: Total Telecom and Channel Reseller News (CRN) and were very successful
- A second set of roundtables was held with all three publications. Original participants were invited back to discuss the research findings; write-ups directed readers to download the report.

Timescales of the campaign

- May 2013 – develop research angles / themes alongside Ovum
- June - pre-research partner roundtables
- July – research fieldwork, analysis and interpretation
- August – report published
- September - post-research activity

Budgets

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

Results

- 7 qualified leads. The calibre of those prospects is of particular note e.g. Deloitte, SAP, Grant Thornton, Azzurri
- 86 report downloads (October – December)
- 146 webinar registrations
- 48 visits to the TTB SI hub via research-related Tweets; average site visit 3mins 54secs
- 178 views of supporting video assets representing a 49% uplift in visits to the TTB YouTube channel
- Over 3mins average visit duration on TTB's SI landing page (rising to 7mins for the blog)

Client testimonial

"The round table event and debate regarding the Ovum research was informative, challenging and ultimately, rewarding. I was surprised at some of the findings of the research and reaction to it with the contrasting views around the table. It specifically helped me to understand relative values of different service offerings and the need for Azzurri to differentiate that from more of a reseller focus."

Steve Palmer, Azzurri (key target)

"Of those that attended the roundtables and allocated to myself, I met and qualified Bluechip and Outsourcery. The best prospect is Avanade (a joint venture between Accenture & Microsoft). I met the UK CTO which has led to engagement with the General Manager of their UCC division in the UK. They have asked us to engage on a couple of ongoing projects and suggested TTB review the Avanade/Accenture preferred supplier agreement. The CRN Webinar also produced a couple of interesting leads which are progressing with Peer1 (UK's second largest managed hosting provider), Xchanging ($1Bn IT and procurement outsourcer) and Data Track plc."

Andy Watson, TalkTalk Business

Supporting material supplied

List any supporting material or presentation boards here.

Appendix

Additional material or images that do not form part of the main submission can be placed here.

Submission ends