FINALIST 2013
B2B AWARDS

Marketing Team Direct
The Buyer to Brand® agency

BEST INTERNATIONAL AUDIENCE CAMPAIGN | CATEGORY NUMBER: 18

CLIENT: ATOS
NAME: ATOS MYCITY

SUMMARY

Our client, Atos, needed to broaden its IT in Cities offering across all sales and marketing territories worldwide, increase awareness and demand with city technology managers and political leaders and differentiate from competitors in the increasingly challenging and complex city infrastructure market. This required not only a refreshed and creative positioning but a true rethink of how this technology proposition needed to address the demands of real people in widely varying urban environments, in every region of the world.

Our approach created a new global expression of the IT in Cities proposition through relating city change with real people. Our MyCity concept has reshaped Atos' core proposition around the universal needs of people living in cities; it has helped this global business create a powerful and convincing narrative of how it can deliver realistic, supportive and human-centered services for the cities of today and tomorrow.

MyCity has rolled out in territories as diverse as The Netherlands, Austria, Iberian Peninsula, Mexico, Colombia, Argentina, Turkey, Serbia, North America and UK.

ABOUT THE CLIENT COMPANY

Atos is a world leader in systems integration and business technology in all sectors and markets. Atos is truly global, with 76,400 business technologists in 47 countries with annual revenue of 8.8billion Euros.

STRATEGY - BROADER BUSINESS ISSUES THE COMPANY IS FACING

Atos needed to differentiate their core proposition for IT in Cities in a crowded market, where big players had strong propositions, primarily built around technology.

We saw that the key to differentiating Atos was to demonstrate their unique perspective and show how it fits the core needs of people in different cities, in hugely different economic, political and social circumstances.

This led to the MyCity strategy – discussing services from a truly human perspective, demonstrating Atos' ability to deliver these services anywhere in the world.

OBJECTIVES OF THE CAMPAIGN

The MyCity strategy was designed to enable Atos to compete against much larger competitors. We did this by reframing Atos' engagement to address the human needs at the heart of city services, the human activity and interaction that drives cities forwards.

From the beginning, this was an international campaign:

- *We had a global remit to create a campaign relevant for all cities*
- *This framework would be adapted to local urban pressures and issues.*

THE TARGET AUDIENCE

THE KEY AUDIENCES ARE

- *City managers*
- *Technology procurement*
- *Political leadership.*

TO ALL THESE AUDIENCES, KEY ISSUES INCLUDE

- *Service cost*
- *City reputation*
- *Productivity, attracting people and business*
- *Safety*
- *Traffic control*
- *Creating 'liveable' cities*
- *Sustainability*
- *Lasting but flexible infrastructure.*

THIS MIX OF AUDIENCES INFORMED THE STRATEGY: *the MyCity proposition created a complete narrative of human-centered services that talked to everyone at once.*

MEDIA, CHANNELS OR TECHNIQUES USED

MyCity has been rolled out as a global campaign and localised to the needs of specific approaches to key stakeholders in individual cities across print, media, social, thought leadership, sales and event support etc.

CORE ACTIVITY HAS INCLUDED

- ***Print***
  - *Whitepaper and Brochure*
  - *Core DM*
  - *At a glance DM and eDM*
- ***Sales Support***
  - *Customer presentation*
  - *Solution 'wheel' concept*
  - *Postcards*
- ***Online***
  - *Web copy and page (atos.net/mycity)*
  - *Interactive MyCity model*
- ***Video***
  - *Global animation*
  - *V-shot animations*
- ***Other activity***
  - *Global city photo competition.*
- ***Social Activity***
  - *Twitter/LinkedIn support - taking over key SME Twitter and LinkedIn account to post and share information, links and thought leadership.*

LOCALIZATION AND SOLUTION-SPECIFIC TOOLS INCLUDE

- *Targeted postcards/posters for individual cities*
- *City-specific 'guide book jackets'*
- *V-Shot animations for key success story cities e.g. Madrid.*

LOCAL EVENT SUPPORT INCLUDES

- *MyCity refreshment and other branding*
- *Amsterdam poster*
- *Key city postcards to act as sales aids in-event*
- *Global photo campaign*
- *Branding of carrier bike for 'guerilla' marketing*
- *Social and in-person support for 'guerrilla' marketing.*

TIMESCALES OF THE CAMPAIGN

MyCity launched in June 2012. From March 2013, stage 2 development to personalise the city "This is MyCity" has commenced for go-to-market activity.

BUDGETS

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

RESULTS

MyCity has had an effect on the market way out of proportion to its budget, impacting the field of city management and services hard from the start:

- *Sales figures generated from this campaign were provided to judges in the original submission but are commercially sensitive and therefore confidential.*
- *The human focus of the narrative has made it distinct and compelling to city managers around the world.*
- *The way we have built the campaign is making international sales processes easier to adapt, and pitch meetings more productive.*
- *MyCity is being used for wider bids than strictly urban environments and to 'spice up' bids for Central Government contracts.*
- *The MyCity 'wheel' is used as a consultative device and 'game' by Atos, steering conversation towards key transformation areas.*
- *100% integration of sales and marketing teams has been achieved – sales teams are working closely with marketing to achieve their goals.*
- *The term 'MyCity' has achieved its own 'brand recognition'. City managers cite it as the name of the solution itself, approaching Atos stakeholders saying "you made the MyCity wheel, didn't you? Let's talk!"*
- *MyCity has become part of the language within Atos, a reference for all associated offers within sales, marketing, brand and corporate teams globally and regionally. It is cited as best practice and has been included in the 2012 Annual Report.*

SALES PROGRESS

MyCity is proving to be a convincing 'sell' to cities in very different states of development, budget, need and strategy.

Different areas of MyCity – all connected to the central strategy and the narrative we have created – are being sold into cities around the world.

MyCity has had a substantial impact across Atos and in all regional markets. It is being used as an informer for wider marketing ad sales strategy development and now has other, segmented marketing initiatives spinning out from it.

CLIENT TESTIMONIAL

"MTD was more than a supplier, throughout the development and rollout and current activities. They worked with incredible engagement as part of my marketing team, translating the MyCity story into creative ideas that have improved our sales pitches and activities globally. We couldn't have wished for a better agency. They want this campaign to be a success as much as we do; when we did guerilla marketing recently, MTD joined us, selling Atos on the spot. That is commitment, a true hands-on mentality. And it's a pleasure to work with them; despite all the challenges, we have fun!"

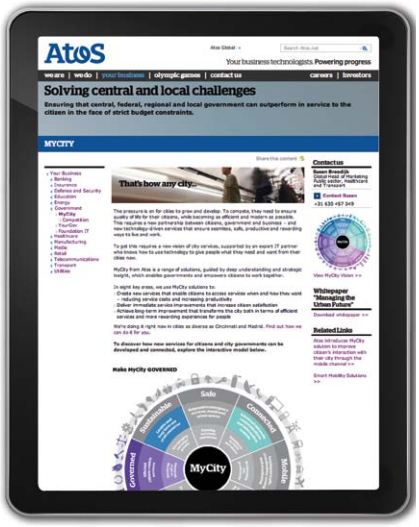
SUSAN BREEDIJK, GLOBAL HEAD OF MARKETING, PUBLIC SECTOR, HEALTHCARE AND TRANSPORT, ATOS

DIRECT MARKETING FOR CAMPAIGN LAUNCH

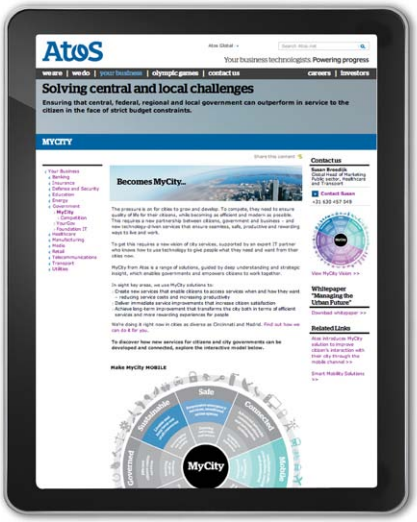




CAMPAIGN LAUNCH INTERACTIVE WEBSITE







SALES TRAINING ASSETS



CAMPAIGN PORTFOLIO POSITIONING PAPER



LOCAL EVENT SUPPORT COLLATERAL



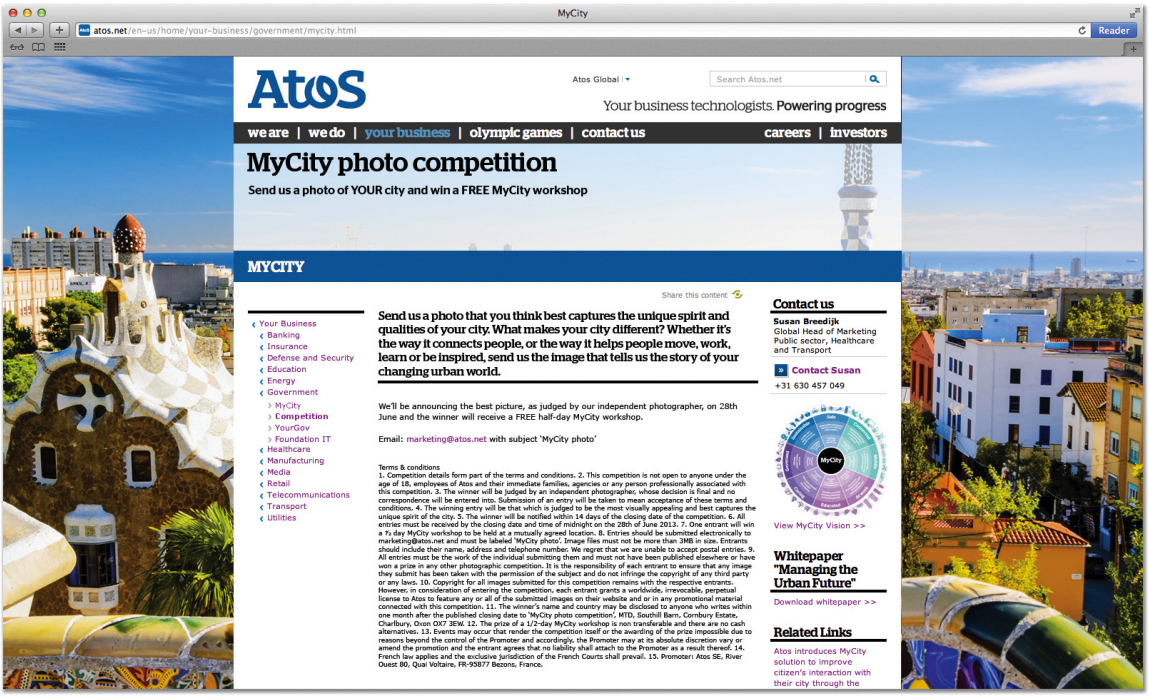


REGION, CITY AND EVENT SPECIFIC HANDOUTS





COMPETITION LANDING PAGE



A5 LEAFLET



CITY AND SECTOR SPECIFIC VIDEO CASE STUDY











