FINALIST 2013

B2B AWARDS

TATA COMMUNICATIONS

THE SPEED TO LEAD

Category 9 : Best website

McCANN Enterprise

FINALIST 2013

B2B AWARDS

Category number:	9
Category name:	Best website
Campaign name:	The speed to lead
Agency:	McCann Enterprise
Brand or client:	Tata Communications
Name of company entering:	McCann Enterprise
Campaign URL or microsite:	www.formula1.tatacommunications.com
Word count (exc. summary):	1061

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SUMMARY

Tata Communications' Formula 1 website introduced the brand to a more senior audience of business decision-makers by telling the story of how the company delivers for the world's fastest sport at every race. Launched in February 2013, the site has already attracted over 42,300 unique visitors – most of them senior business decision makers – finding out more about Tata Communications' ultra-fast network services.

The site was designed with the busy senior executive in mind – people who don't spend a lot of time on websites, who gravitate towards trusted brand and have little interest in technical detail. Therefore the site was built with mobile browsing in mind – focusing on the big picture with full bleed photography, concise stories and top-line thoughts.

The website simultaneously extolled Tata Communications' capabilities while reinforcing C-suite Grand Prix race event invitations. Thereafter, the site also acted as an additional touch point for key prospects and potential customers. As a highly technical, challenger brand, Tata Communications was successfully associated with the ability to accelerate businesses.

ABOUT TATA COMMUNICATIONS

Tata Communications is a young, rapidly-growing, fast moving network and telecommunications provider. Its ambition is to be seen as a global business brand and move beyond its Indian heritage.

Its background is in selling wholesale international 'voice minutes' to telecoms companies, but its future is in enabling the transformation of businesses and the telecoms market through massive bandwidth, available wherever business is done, with added value services around it.

In support of this ambition lies Tata Communications' core asset: the world's only fully owned and managed global subsea Tier 1 fiber optic ring, which connects the world at incredible speeds.

STRATEGY

Tata Communications is a high-impact company with low awareness, particularly among C-suites. IT and telecoms managers buy minutes and gigabytes; CEOs, CFOs and CMOs buy £multi-million network and technology projects which transform their business.

The company therefore decided to raise its profile in 2012 by partnering with Formula 1 – a global sport associated with speed, technical challenge, exclusivity and with the potential to engage C-suite audiences.

Formula 1 gives Tata Communications access to a key cohort of senior corporate decision-makers via invitations to race events, where they are hosted by Tata Communications and given tours of the technical centre. Formula 1 generates news stories every month, providing opportunities for Tata Communications to showcase its capability like never before. For example, when Anonymous hacked F1.com ahead of the Bahrain grand prix in 2012, Tata Communications brought the site back up within just a few hours.

Formula 1 is Tata Communications' jewel-in-the-crown case study of capability and delivery. At 20 races each year, across mature and emerging markets around the world, Tata Communications delivers services which help make Formula 1 happen.

Tata Communications allows Formula 1 to achieve far more than they could ever have achieved with satellite technology. Data transport is up to 10 x faster meaning that F1.com can now serve millions more users simultaneously. What's more, all Formula 1 video footage is distributed to broadcasters by Tata Communications – an incredible case study of the power of bandwidth and reliability.

Formula 1 is also a case study in service: at each race event, Tata Communications overcomes a logistical phenomenon by ensuring that the data centre is up and running in 2 days and dismantled in 3 hours. This feat is repeated 20 times a season.

The company leverages Formula 1 in marketing and sales – particularly through invitations to racedays and associated events. Ultimately, the Formula 1 partnership is helping to put Tata Communications on the map, demonstrating its breadth of service and making a promise: *"If Tata Communications can do it for* Formula 1, *they can do it for you."*

The challenge is therefore to get the most out of the 3-year Formula 1 partnership for the Tata Communications brand; using it as a 'way in' to services which are highly technical and often not on business leaders' agendas.

OBJECTIVES OF THE CAMPAIGN

The website was developed as part of a broader campaign and set of assets designed to showcase Tata Communications' Formula 1 partnership, which included advertising, direct mail, e-mails and hospitality events. The theme developed for this work was "the speed to lead", which associated Tata Communications with the obvious qualities of Formula 1, a clear business benefit and a more strategic conversation.

The brief from Tata Communications was to have a site that was easy to update in order to keep content fresh. It also requried a social media aspect. The news articles, press releases and innovation section all had to be easily updateable with a constant ticker on the news page of tweets featuring James Allen and Tata Communications.

Tata Communications' Formula 1 website's role was to act as a storytelling hub for the brand's key case study, enriching messages received through other channels and acting as a destination for calls to action. The website brought together stories and information on:

- The breadth of Tata Communications' activity with F1
- The current F1 season
- Behind the scenes technical achievements

Crucially, the website was designed to be the first point of contact for the brand when inviting C-suite audiences to an F1 event.

THE TARGET AUDIENCE

Audiences included customers, prospects and internal stakeholders – the website would educate them about the Formula 1 partnership and the service delivered by Tata Communications.

Traffic was driven by ads on F1.com and the URL is included on every e-mail and piece of F1-related collateral that Tata Communications send out to customers. The active elements of the Formula 1 campaign were direct channels and follow-up sales engagement. Therefore the website was intended to be an informative way-point in the customer journey rather than the endpoint.

We recognised that senior people are time-poor and often consume online content on the move, so we designed the website to be truly cross-platform – able to deliver Tata Communication's Formula 1 story as easily on an iPad as on a laptop.

MEDIA, CHANNELS OR TECHNIQUES USED

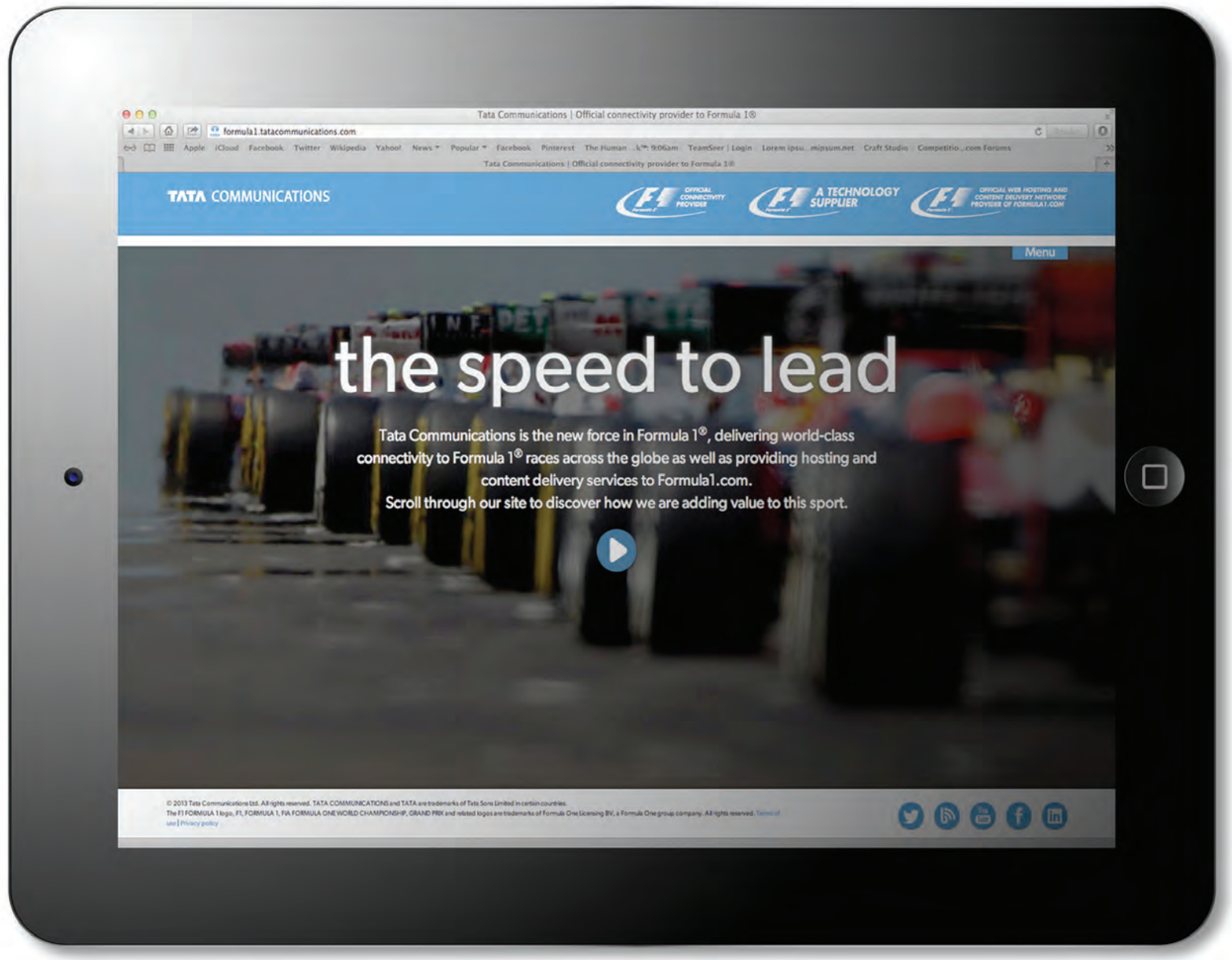
The website was based on a one-page-scrolling format which uses full-bleed high impact imagery to tell the Formula 1 story in a very simple, easily navigable and user friendly way.

This type of webpage was new and a world away from Tata Communications' existing corporate site. It moved them into a new digital territory – fitting for a company that stood for innovation and technology. The dynamic and slick look and feel was in keeping with the nature of the Formula 1 story.

The content within the 'what we do' section is kept succinct with case study downloads enabling the user to read the full story.

Content sections:

- Homepage – speed to lead animation
- What we do for Formula 1 – Connectivity, Content Delivery Network, Web Hosting, Professional Services (each with case study download)
- Our Circuit – stats on Tata Communications' wholly owned, round-the-world fiber optic ring
- Innovation – latest news from areas of innovation (James Allen articles and Autosport awards)
- News – latest news release, press coverage, link to CEO's blog, Twitter feeds
- Go live – countdown to next race and race calendar
- Gallery – race and event images and videos

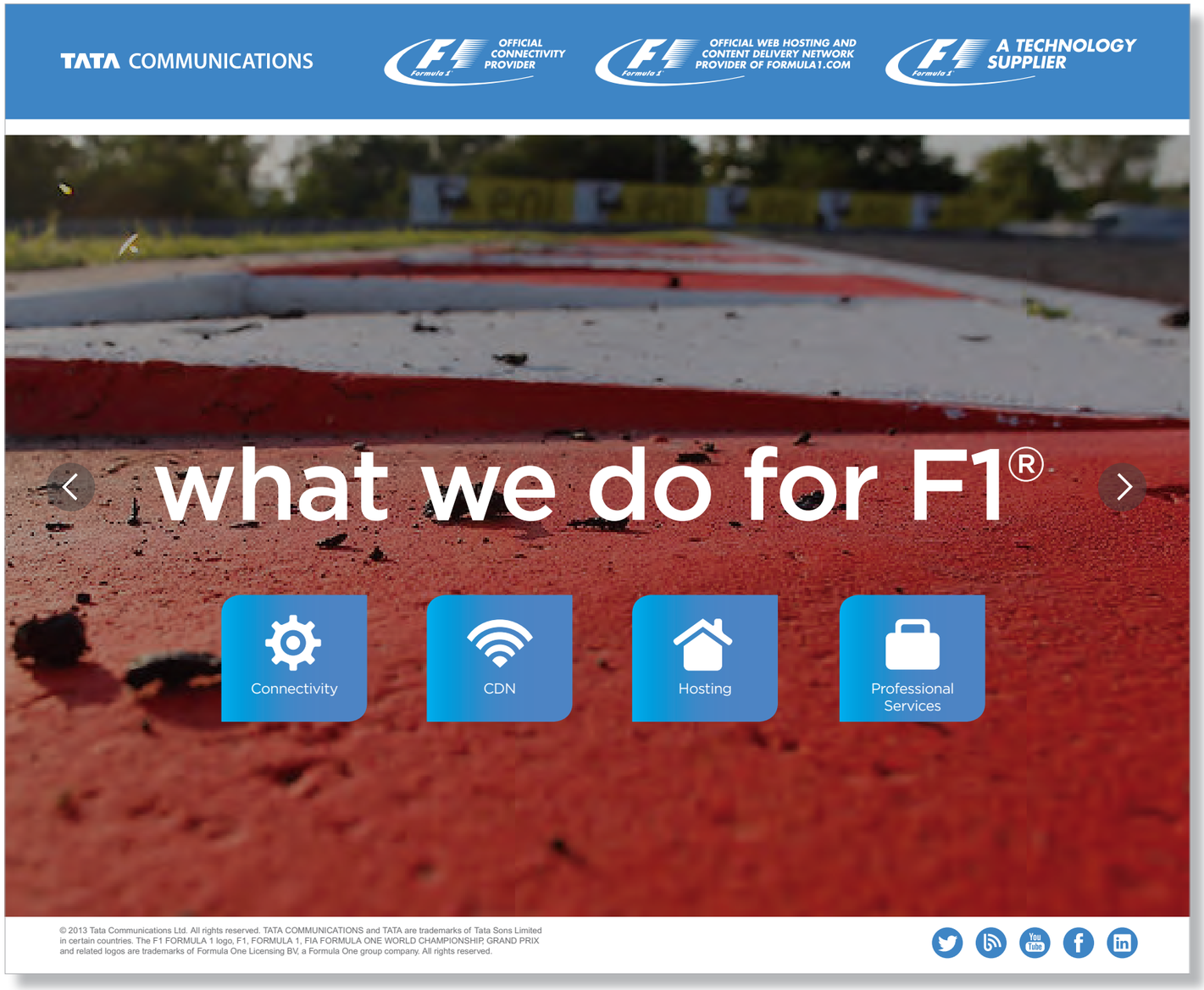

Tata Communications | Official connectivity provider to Formula 1®
formula1.tatacommunications.com
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Menu
the speed to lead
Tata Communications is the new force in Formula 1®, delivering world-class connectivity to Formula 1® races across the globe as well as providing hosting and content delivery services to Formula1.com.
Scroll through our site to discover how we are adding value to this sport.


the speed to lead
connectivity
content delivery network
hosting
professional services
our circuit
3,200 petabits
1 terabit
500,000km
240
200,000km
innovation
news
go live
03:06:47:46
the gallery

Website

BEST WEBSITE

The speed to lead



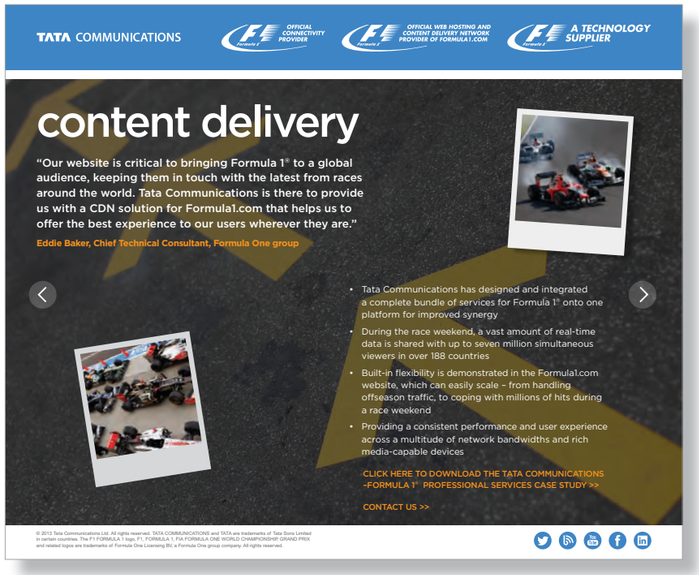
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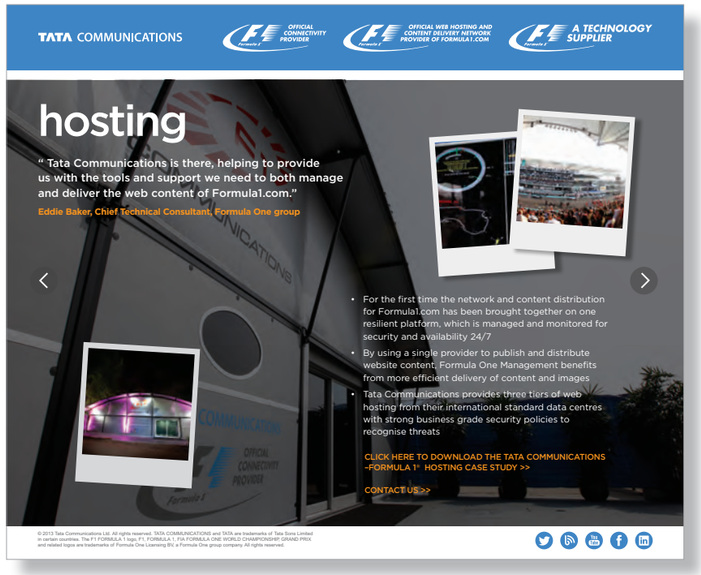
TATA COMMUNICATIONS

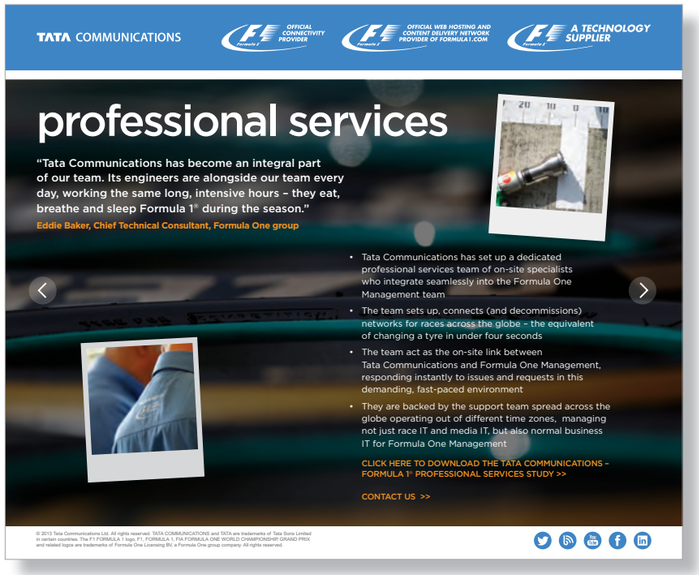
BEST WEBSITE

The speed to lead









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our circuit
Only one circuit laps the world. Tata Communications has the first ever wholly owned, round-the-world fiber optic ring.
3,200 petabits
per month of video, voice and data
Allowing F1.com to cope when 7 million go online at once
500,000km
of subsea cable
Uninterrupted for a secure and reliable network F1® can rely on
1 terabit
speeds
Enabling users faster access to F1.com
240
countries
Connecting races all over the globe
200,000km
of terrestrial cable
So we can transfer footage and data to fans at close to the speed of light
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innovation

Tata Communications are a leading provider of the New World of Communications. Our association with Formula 1® is an example of our commitment to encouraging innovation in technology. This page celebrates other like-minded people and teams who strive for advancements in the industry.

Don't write them off: New Mercedes W04 technical analysis



Mercedes rolled out its new car today, the F1 W04. A lot of work has gone into this car, especially around the cockpit area and on thermal management. We are... More...

Posted on February 4, 2013

F1 Testing kicks off in Jerez: Some key things to look out for



There are three tests before the start of the season, the first starts this morning in Jerez. So what are we going to see this week and will these first... More...

Posted on February 5, 2013

Caterham, Toro Rosso and Marussia reveal 2013 cars in Jerez



As the F1 testing got underway in Jerez, three more teams launched their new cars, leaving only Williams to produce a 2013 model, which they will do at the second... More...

Posted on February 5, 2013

Autosport awards



Tata Communications has sponsored the Pioneering and Innovation 2012 award as part of our ongoing commitment to support innovation within the industry. This year's winners were the FIA Medical Team and the Nissan DeltaWing. There were however, no surprises when Sebastian Vettel picked up International Driver of the Year to add yet another trophy to his haul. Click here to for more on the awards. ...More...

Posted on February 5, 2013

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news

Here we bring you the latest news from Tata Communications. Read our latest press releases and media coverage and hear what our CEO, Vinod Kumar has to say in his regular blog updates.

Latest press release



Posted on January 22, 2013

Tata Communications further unites the world's video collaboration community with the addition of AT&T to its global Telepresence network

Inter-provider agreement with AT&T now sees Tata Communications' Global Meeting Exchange™ network enabling broader video collaboration across leading Cisco Global Exchange More...

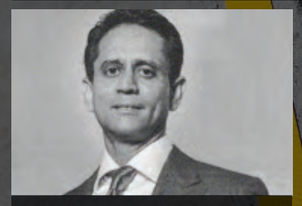
Latest from Vinod's blog



Posted on January 22, 2013

Read the latest news and media coverage from Tata Communications. Hear what our CEO, Vinod Kumar has to say in his regular blog updates.

Latest media coverage



Posted on January 22, 2013

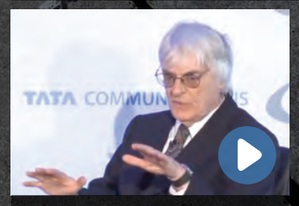
Tata Unit seeks profile boost via F1 Deal

Gaurav Raghuvanshi | January 7th 2013

Tata Communications Ltd. 500483.BY +0.48% has struggled to make a name for itself in the shadow of its parent company, Indian conglomerate Tata Group.

"We consistently face this situation, especially with large [multinational More...

News films



Posted on February 23, 2013

On 23rd February 2012, Tata Communications announced a multi-year technology service and marketing agreement with Formula One Management.

Click here to view the press conference

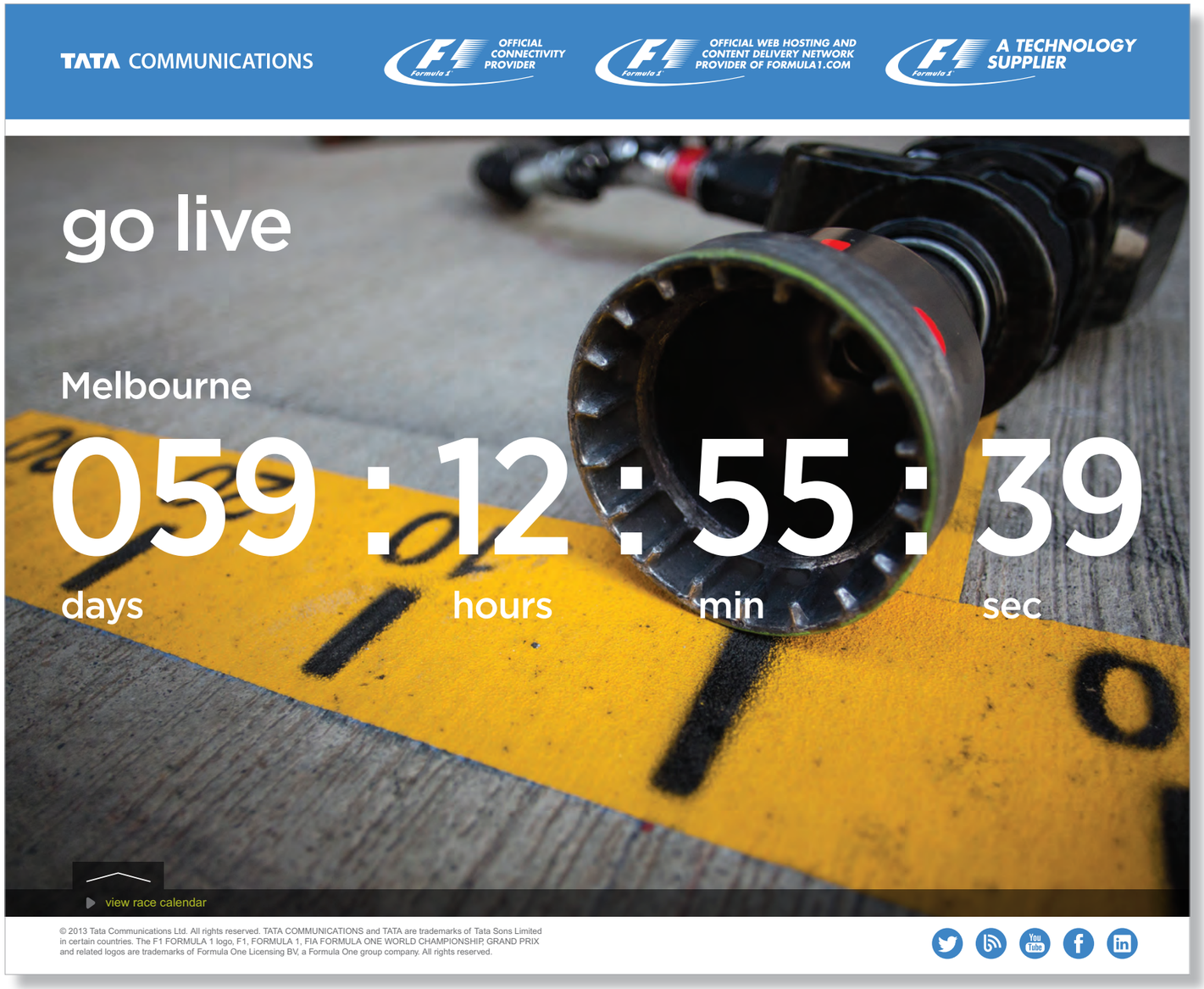
@tata_comm
#Tata Comms upgrade to 100G connectivity is based on Ciena's GeoMesh technology, meeting

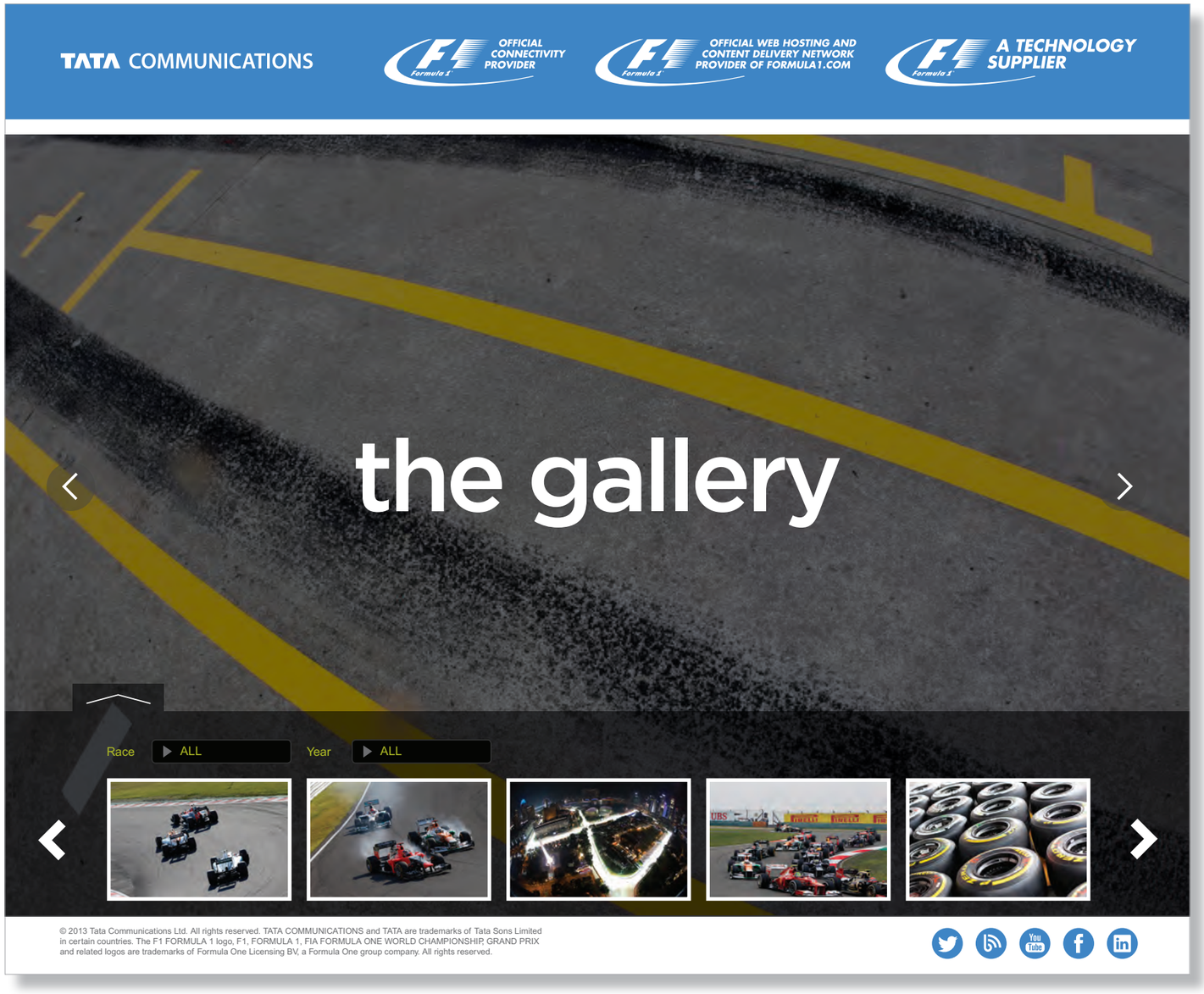
@tata_comm
With 100G #connectivity #Tata Comms provides seamless scalability for businesses,

@tata_comm
#Tata Comms initial upgrade to 100G #connectivity paves the way for multifold increase in

@tata_comm
#Tata Comms and Ciena have partnered to meet increased bandwidth demand in Europe

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go live
Melbourne
059 : 12 : 55 : 39
days
hours
min
sec
view race calendar
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the gallery
Race
ALL
Year
ALL
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BEST WEBSITE

The speed to lead



Trade Tech event



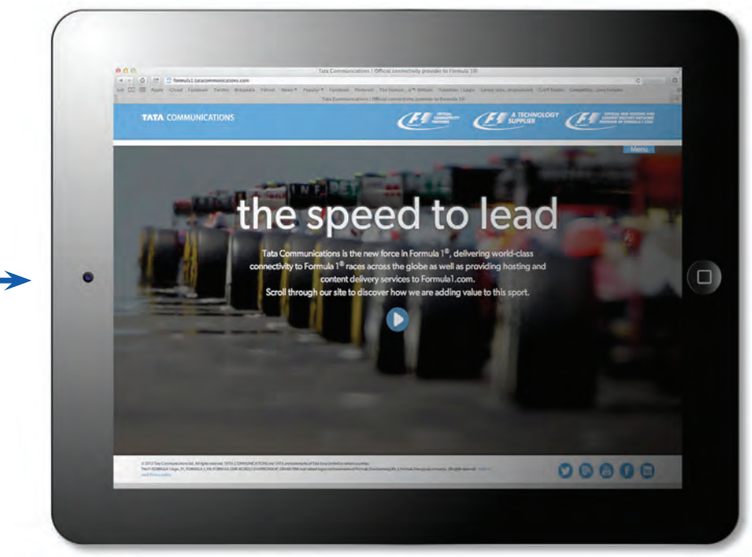
Formula 1 race day programme ads



F1.com banners



Coffee table book



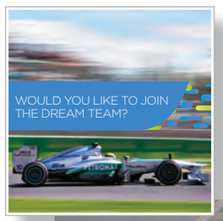


Anniversary Email





Mercedes event in Germany





Save the date hospitality invite

The 'Speed to lead' website was surrounded by many communications activities pushing customers to its content.

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TATA COMMUNICATIONS

TIMESCALE OF THE CAMPAIGN

The website work started in February 2013 and launched on 25 March 2013 and so was built in under four weeks. It is now live for the 2013 race season and refreshed in time for the 2014 season.

BUDGETS (confidential – not for disclosure)

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

RESULTS

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

SUPPORTING MATERIAL SUPPLIED

2 × A2 Boards

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