gyro:

CATEGORY NUMBER:	14
CATEGORY NAME:	BEST SME TARGETED CAMPAIGN
CAMPAIGN NAME:	MORE SENSE THAN MONEY
AGENCY:	GYRO
CLIENT:	POWWOWNOW
SUMMARY WORD COUNT:	124
MAIN WORD COUNT:	995

B2B Marketing AWARDS 2012
FINALIST

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"Our mission is to
create ideas that are
humanly relevant"

christoph becker
ceo + cco

SUMMARY

Powwownow's empathy with small businesses has enabled them to develop a conference calling product best suited to SME needs. A product that is based on business efficiency to save time, money and hassle in an economic climate where every minute and second counts. But how do you get the attention of SME decision makers?

gyro was tasked with refreshing the Powwownow brand so it would generate cut through with SME business leaders, convincing them that Powwownow are the obvious, sensible option in the conferencing space for non-corporates.

By articulating this positioning through 'More Sense Than Money', using creative that epitomises Powwownow's maverick personality and placed to catch the eye of SME owners, Powwownow has quickly become the SME champion of the conference calling space.

THE CLIENT

Founded in 2004, Powwownow offers free conference calling services to smart and savvy businesses around the clock. They have created a product specifically targeted to improve business efficiency for SMEs based on an ethos of no booking, no billing, no hassle and a strong service offering that is supported by their own telecommunications network.

During this time, they have grown exponentially and are now ranked as Europe's fastest growing free conference call provider with a global footprint in over 15 countries, including the US.

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THE STRATEGY

The business challenge was to drive registrations for Powwownow's free PIN service to 7,226 from February to March and increase market share of audio conference calling in the UK from 3% with a view to growing the market as a whole.

The primary reason preventing Powwownow from achieving these objectives was inertia. People are resistant to changing from current providers or to choosing a different method of communication. A key focus of the marketing strategy was to grab the attention of SMEs, kick them out of their habits, and encourage this change of behaviour.

"PEOPLE ARE RESISTANT TO CHANGING FROM CURRENT PROVIDERS OR TO CHOOSING A DIFFERENT METHOD OF COMMUNICATION. A KEY FOCUS OF THE MARKETING STRATEGY WAS TO GRAB THE ATTENTION OF SMES"

With numerous players in the conferencing calling market, from BT, with 50% market share, to a number of smaller players, how can we appeal to SMEs and convince SMEs to choose Powwownow?

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THE OBJECTIVES

BT, although often the default solution for business conferencing calling services, is corporate-centric and expensive. The little fish at the other end of the scale have little to distinguish them and offer comparatively unreliable services.

Powwownow is ten times larger than its nearest, free competitor and besides its' free, no contract, no fuss product, it also has its own telecommunications network to ensure quality and reliability of its services - making them the obvious choice for SMEs.

gyro also unearthed the insight that in times of austerity, businesses, especially SMEs, need to find ways to improve working processes, reduce complexity and cut costs. A smart business will be looking to all means possible to empower employees and communicate more effectively. As one part of their business they can make more efficient, Powwownow again becomes the logical, smart choice.

Born out of these insights, gyro positioned Powwownow as the SME champion of conference calling - rising out the 'shoal' of smaller competitors and standing up as the trusted, brand leader in the non-corporate conferencing space.

Utilising Powwownow's maverick personality, gyro developed an integrated campaign which resonated with SME business decision makers to increase brand awareness and drive primary business objectives. The juxtaposition of a fictional, corporate anti-hero (Cecil Goldwell) against the logical conferencing calling services of Powwownow reflected the new positioning of 'More Sense Than Money'. This tongue in cheek campaign poked fun at the business community elite who appear to have more money than sense.

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THE TARGET AUDIENCE

The campaign was designed to appeal to SME owners, managers, decision makers or influencers.

Currently, SMEs are under pressure from all angles as the economic climate is forcing them to make efficiencies. At every opportunity they are looking at all areas of the business to make improvements – 20% of SME owners say their primary focus for 2012 is to reduce costs. These same business leaders are looking to companies that can enable them to tighten their belts, manage their costs more efficiently, boost productivity and work leaner and smarter.

As time and resource poor enterprises, SMEs can see meetings as a drain on time and finances, with travelling time written off all together. Having the right conference calling facilities in place is one area that can boost efficiencies across the business.

V

MEDIA CHANNELS USED

The integrated campaign was focused around press, offline London media as well as digital display ads, radio, website, CRM and social media.

The media mix for the campaign covered London Underground panels and commuter press and radio. These were chosen specifically to target high volumes of SME decision makers on their commute and drive high levels of brand awareness. As time poor leaders during the day, this was an optimal time for strong creative to cut through and deliver its message.

As the campaign has developed, we have placed greater emphasis on current economic and business affairs, including BBC series The Apprentice, which tunes in to our target audience during their 'down-time'. This messaging has carried through from press, to digital and radio.

Digital banner ads with the same messaging and visuals were used to support the campaign but were primarily focused on encouraging usage through a CRM program and driving high volumes of registrations. A click through mechanism to a landing page that hosted a simple email signup process enabled this.

Twitter has also been used to develop the anti-hero character of Cecil Goldwell, in particular, his commentary around The Apprentice series has generated further brand awareness and embedded his character still further.

Collectively, the use of this media selection has really begun to create a fully formed character with a recognisable look, sound and attitude which in turn has captured our audiences' attention, driven brand awareness and given Powwownow some great results.



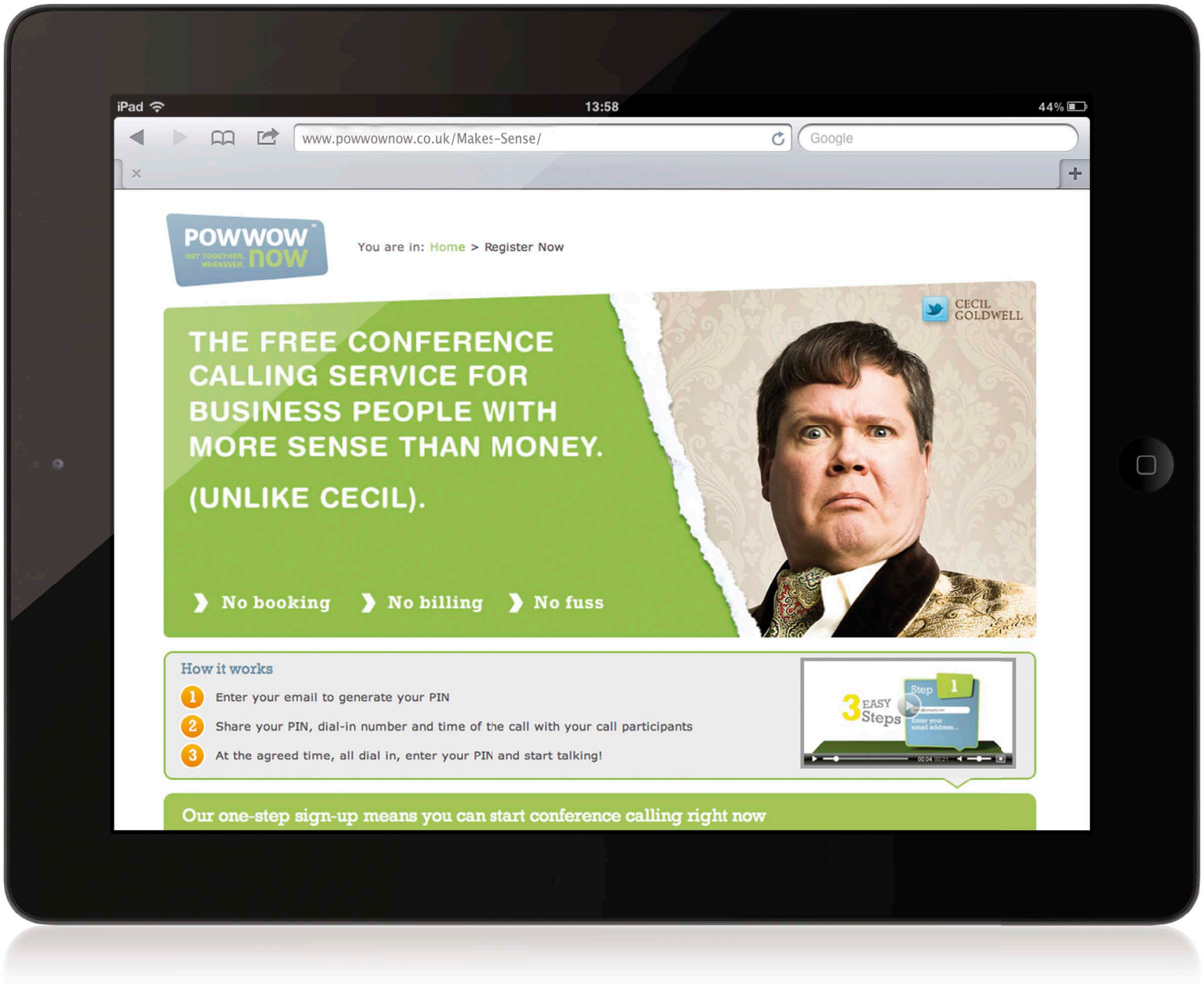


Tube car panel adverts





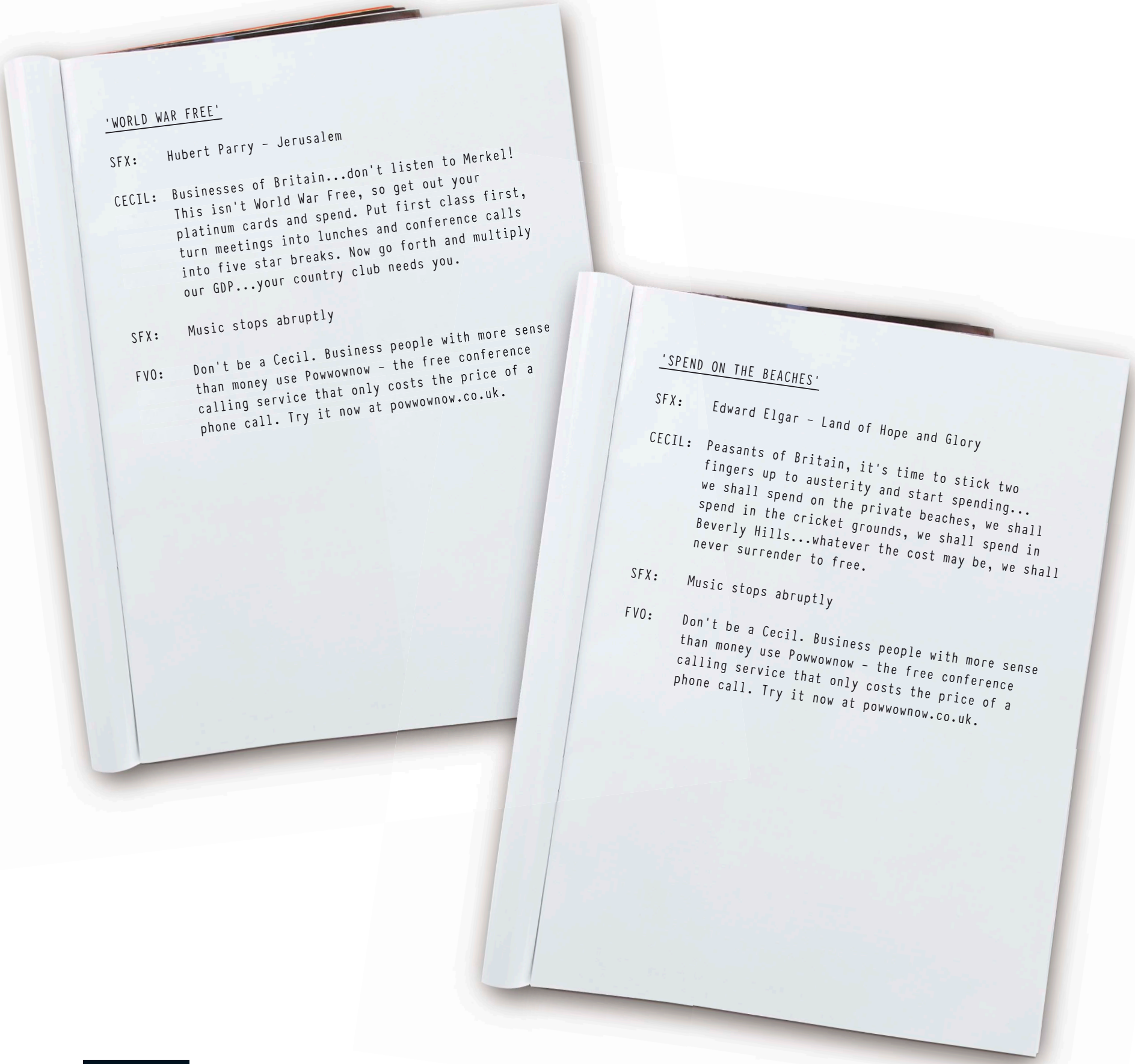
Press adverts



Landing page



Twitter page



'WORLD WAR FREE'

SFX: Hubert Parry – Jerusalem

CECIL: Businesses of Britain...don't listen to Merkel! This isn't World War Free, so get out your platinum cards and spend. Put first class first, turn meetings into lunches and conference calls into five star breaks. Now go forth and multiply our GDP...your country club needs you.

SFX: Music stops abruptly

FVO: Don't be a Cecil. Business people with more sense than money use Powwownow – the free conference calling service that only costs the price of a phone call. Try it now at powwownow.co.uk.

'SPEND ON THE BEACHES'

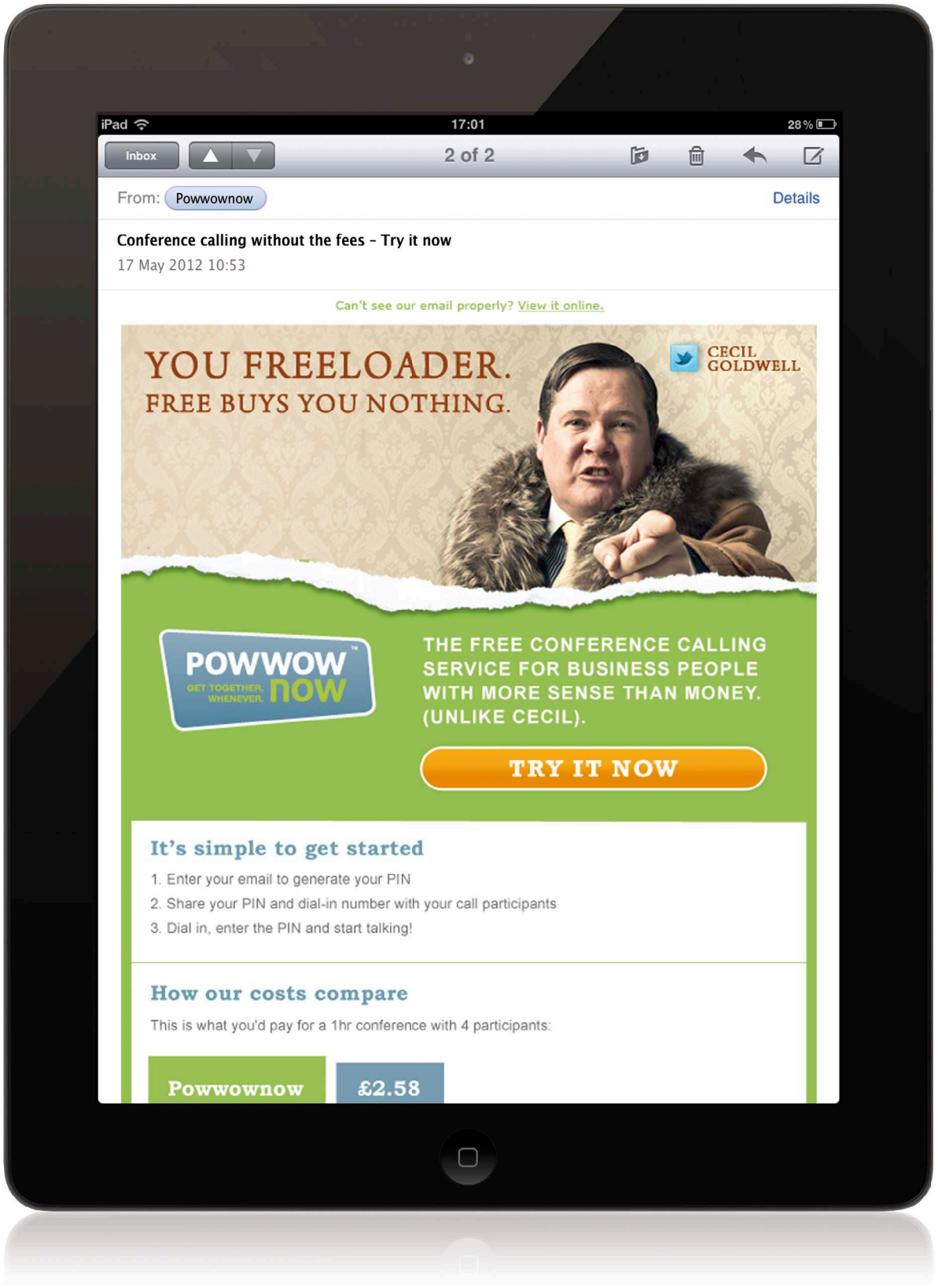
SFX: Edward Elgar – Land of Hope and Glory

CECIL: Peasants of Britain, it's time to stick two fingers up to austerity and start spending... we shall spend on the private beaches, we shall spend in the cricket grounds, we shall spend in Beverly Hills...whatever the cost may be, we shall never surrender to free.

SFX: Music stops abruptly

FVO: Don't be a Cecil. Business people with more sense than money use Powwownow – the free conference calling service that only costs the price of a phone call. Try it now at powwownow.co.uk.

Radio scripts


iPad
17:01
28%
Inbox
2 of 2
From: Powwownow
Details
Conference calling without the fees - Try it now
17 May 2012 10:53
Can't see our email properly? View it online.
YOU FREELOADER.
FREE BUYS YOU NOTHING.
CECIL GOLDWELL
POWWOW now
GET TOGETHER, WHENEVER.
THE FREE CONFERENCE CALLING SERVICE FOR BUSINESS PEOPLE WITH MORE SENSE THAN MONEY. (UNLIKE CECIL).
TRY IT NOW
It's simple to get started
1. Enter your email to generate your PIN
2. Share your PIN and dial-in number with your call participants
3. Dial in, enter the PIN and start talking!
How our costs compare
This is what you'd pay for a 1hr conference with 4 participants:
Powwownow
£2.58

Email



Online banner ads

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TIMESCALES

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

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BUDGETS

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

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RESULTS

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

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CLIENT TESTIMONIAL

Casey Williams, marketing manager at Powwownow:

"Our irreverent attitude and desire to constantly push the boundaries means we're not unfamiliar with controversy at Powwownow. The stir the creative is causing reaffirms that we've achieved cut through in an extremely crowded market, even if that has meant we've ruffled a few feathers of animal lovers, feminists and people with more money than sense along the way. The character is meant to be as archaic and out of touch as possible to provide an absolute contrast to the voice of reason that is Powwownow."

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