Category 3

Best use of live-event marketing



Programme/initiative name:	**NeutrinoBI UK Launch - 'Lift-Off'**
Agency:	**Big Leap Marketing Ltd.**
Brand or client:	**NeutrinoBI (Neutrino Concepts Ltd.)**
URL or microsite:	www.neutrinobi.com

Summary

NeutrinoBI is an ambitious start-up company with a unique business intelligence software product that was ready to launch at the end of 2011. While launching into the UK, the strategy is to extend into EMEA, US and other markets within an aggressive three-year timeframe. Therefore the 'Lift-Off' launch needed to blast NeutrinoBI into, and beyond, the UK BI market.

With limited resources (three marketers), a modest budget (£145k), and no existing customers to reference, the marketing strategy was designed to enable the company to 'punch above its weight' to raise awareness with BI decision makers, influencers, and potential investors on a level playing field with mega-vendors such as SAP, IBM and Oracle.

The UK 'Lift-Off' strategy was devised around a rolling series of events, culminating in the London-based Gartner BI Summit – the premier event on the European BI Calendar. Despite only holding 'silver sponsorship', other vendors and the Gartner events team dubbed it the 'NeutrinoBI show'. As a result of the live-event marketing campaign, the company is 'on the map' as a Gartner Cool Vendor, and actively engaged in the selling process with 36 different Fortune 500 customers.

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About the client company – NeutrinoBI

Founded in 2007, NeutrinoBI delivers a ground-breaking data discovery product that enables internet-style search on structured business data. In 2011, following four years of development, the 'new kids on the block' were ready to launch their software to the Business Intelligence (BI) market-place.

NeutrinoBI Company Profile:



UK 'Lift-Off' Strategy

In a market-place already crowded with mega-vendors including SAP, IBM and Oracle, the unknown NeutrinoBI was looking to make a stir and seize market-share from nearest competitor QlikView. With a small team, limited budget, and no customers to reference, the NeutrinoBI UK launch needed to:

- Correctly message and position NeutrinoBI to raise awareness in the UK BI market and set NeutrinoBI apart from other tools
- Generate high quality sales leads
- Support business partnerships, investments and local recruitment

A rolling event-based campaign was determined, culminating at the Gartner BI Summit – 'the key event of the European BI calendar'.

Event in Series	Purpose	Timing
Gartner ITxpo *New Vendor Section*	Test and refine messaging	November 7th -10th 2011
Longbridge Press Briefing *NeutrinoBI Event*	Raise local / national interest	February 3rd 2012
Gartner BI Summit *Silver Sponsorship*	Launch onto the full BI scene	February 6th -7th 2012

These events were supported by an integrated content-marketing programme with direct marketing, social marketing and PR elements to maximise every opportunity included in Gartner sponsorship packages. The strategy was designed to:

1. Improve brand awareness in BI community
   Measurement Metric: Reference by analysts, journalists, face-to-face with fortune 500 companies

2. Thought Leadership – position NeutrinoBI to analysts and influencers
   Measurement Metric: face-to-face/on named terms with pre-determined tier-1 analysts

3. Lead generation (both customers and partners)
   Measurement Metric: target of 50 quality leads (defined in detail with sales team)

4. Competitive & Market Analysis – improve understanding of competitive landscape to refine positioning and messaging accordingly
   Measurement Metric: Positive feedback from analysts and PR coverage

> ***"The launch was a critical stepping point in the companies 3 year plan as it triggered next round investment if successful. From August last year when the company moved from an R&D vehicle to an operational company it was clear that getting the message out and lining up a successful launch was of paramount importance. We defined a date of February 2012, which coincided with the EMEAs leading business intelligence conference attended by 1200+ attendees as well as leading analysts from around the world."***
>
> Jon Woodward, CEO of NeutrinoBI – explaining the importance of the launch

Target audiences

The 'Lift-Off' event-series was designed to address five specific target audiences:

Event	Objectives	Target audience
Gartner ITxpo Barcelona, November 7th -10th 2011	• Brand awareness • Test and refine messaging	UK & European Fortune 500 C-Suite
NeutrinoBI PR Event Longbridge Technology Park HQ, Birmingham February 3rd 2012	• Court potential investment/business partnerships/support recruitment • Develop key press relationships	Business Journalists – local, regional and national
Gartner BI Summit London, February 6th to 7th 2012	• Brand awareness • Position as the new generation of BI tool • Generate high-quality leads	1. UK and European Fortune 500 BI Decision makers 2. Gartner Analysts 3. Technology journalists and influencers

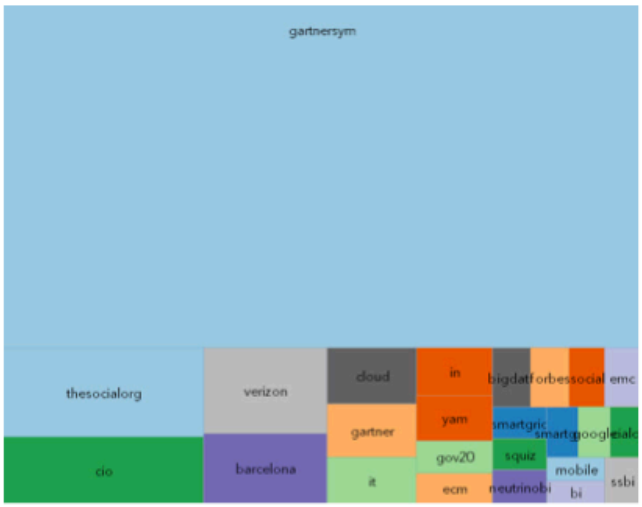
To engage target audiences, NeutrinoBI needed to communicate that the technology was clever, credible, affordable – and that even as a UK based start-up the company could 'compete with the big boys'.

Lift-Off Messaging: Media, Channels and Techniques

'Test Messaging' at Gartner ITxpo trended during the live-coverage of the event alongside mega-vendors: ***Accelerate your discoveries*** **– NeutrinoBI gives you the freedom to explore your data.**

Gartner ITxpo Barcelona, November 7th – 10th 2011

- Social & Direct Digital Marketing – Twitter, YouTube, Email, Website, Blog
- Digital/Print Advertising and Co-branding
- Exhibition Stand and Promotional Demo
- Face-to-Face/ Personal Selling
- Offers/Promotional Giveaways



Gartner ITxpo heatmap of social trending

(NeutrinoBI bottom right)

Confident with the test-results, Big Leap designed the rest of the Lift-Off series to promote this message using a range of channels and techniques:

Press Briefing Event held at NeutrinoBI Office in Longbridge on 3rd February 2012

- Regional, national and digital press, radio and television
- Digital/Traditional Press Releases and Press Packs
- Digital Marketing – Website/Social Channels (Twitter, LinkedIn, YouTube, Scribd)
- Direct Marketing – Email/Surface invitations and telemarketing
- Photographer
- Refreshments and giveaways



Founder Roman McAlindon being interviewed by Mark Gough for ITV1's Central Tonight

Silver Sponsorship Gartner BI Summit held in London on 6th-7th February 2012

- Exhibition Stand, Coffee Barista, Networking Area, Themed Networking Event
- Demonstrations – rolling video, interactive on stand, online
- Technology Lab – rebranded a 'Discovery Lab' with role play and interactive demonstration
- Face-to-Face/ Personal Selling
- Digital/Traditional Press Releases and Press Packs
- Direct Marketing – Telephone, Email, Surface, Print communications and collateral
- Digital/Print Advertising and Co-branding
- Offers/Promotional Giveaways
- Partnership Marketing – RMS Services at Stand



Gartner BI Summit 2012 stand: doubling the impact with adjacent coffee barista



Integrated channel programme to deliver content-marketing programme at Gartner BI Summit:



Gartner's Ronda McHenry-Annesley, Account Executive, explains how NeutrinoBI responded to the challenge of communicating with the target BI audience:

Working with the Neutrino BI Marketing team was an amazing experience. They had their onsite objectives clearly in place and reverse engineered their campaign to be sure those objectives were met in a visual, innovative and unforgettable manner. If our delegates didn't know who Neutrino BI was when they arrived… they knew who they were, what they were about and the breadth of their offerings by the time they left.

The Neutrino BI team collaborated with our Analysts and Program Manager to be sure their messaging was aligned to the event's overall theme. They also worked with our Sales and Marketing teams to ensure that every opportunity to get their brand out there was capitalized on (brochure, emails, twitter, etc).

Onsite this team made sure had a great "in booth" and "out of booth" strategy. Neutrino BI had the second largest number of leads captured over the two days, proving that a small company can play in the same space as the "megavendors" and not get lost in the fray.

UK 'Lift-Off' Campaign delivered on time…

The GANTT chart outlines the timeline for the research, planning, delivery, follow-up, and analysis of the 'Lift-Off' event-series:

NeutrinoBI	UK Launch 2012	
Big Leap Marketing	Project Lead: Lorraine Jones	
Timeline	**Start: September 2011**	**End: April 2012**
		October, November, December, January, February, March, April
		September, Week 41, Week 42, Week 43, Week 44, Week 45, Week 46, Week 47, Week 48, Week 49, Week 50, Week 51, Week 52, Week 1, Week 2, Week 3, Week 4, Week 5, Week 6, Week 7, Week 8, Week 9, Week 10, Week 11, Week 12, Week 13, Week 14
Phase	**Event**	**Detail**
Booking (Sep 2011)	Gartner BI Summit	Sponsorship Package Booking
Research (Oct -Nov 2011)	Series	Event Series Scoping & agree Initial Budget
	Gartner ITxpo Barcelona	Test Market/Message at Gartner ITxpo Barcelona
	Gartner ITxpo Barcelona	Post Implementation Review and analysis
Planning (Nov 2011)	Gartner BI Summit	Negotiate Final details of Sponsorship Package
	Press Briefing	Formulate Press Briefing agenda
	Series	Present to Board & agree Final Budget
	Gartner BI Summit	Joint Gartner event marketing finalised
Phase 1 (Nov 11 - Feb 12)	Gartner BI Summit	Theme Development and Stand Design
	Gartner BI Summit	Analyst Programme comms via Email
	Gartner BI Summit	Joint Gartner invitations
	Series	Digital & Social Alerts
	Series	Design and Order Promotional Items
	Press Briefing	Invite journalists to Press Briefing
	Series	Press Release 1
Phase 2 (Jan - Feb 2012)	Gartner BI Summit	Develop Discovery Lab concept & script
	Series	Finalise Product Video and demo
	Series	Print collateral
	Series	Take delivery of all Promo items/packs
	Series	Email invitations to contacts
	Gartner BI Summit	Train Stand Staff
	Press Briefing	Media Training for Leadership Team
	Press Briefing	Finalise Press Briefing logistics
	Series	Update NeutrinoBI website
	Series	Press Release 2
Execution (3rd - 7th Feb 2012)	Press Briefing	Set up briefing room for film crews
	Press Briefing	Q&A prep with Leadership Team
	Press Briefing	Conduct briefing with refreshments 3rd Feb
	Gartner BI Summit	Set up Exhibition Stand, Barista & Bar 5th Feb
	Gartner BI Summit	Gartner BI Summit 6th-7th Feb
	Gartner BI Summit	Discovery Lab 6th Feb
	Gartner BI Summit	Networking Evening 6th Feb
	Gartner BI Summit	Book for next year
	Gartner BI Summit	Exhibition break down 7th Feb
Analysis (Feb 2012)	Series	Analyse & signpost broadcasts via social channels
	Series	Initial Results Presentation to NeutrinoBI Board
	Series	Sales Team 'pipeline' briefing
Follow Up (Feb - April 2012)	Series	Sign post news results via social channels
	Series	DM Follow up with journalists
	Series	DM Follow up with Summit contacts
	Series	DM Follow up with Analysts
	Gartner BI Summit	Prize presentation to Discovery Lab winner
	Series	Press Release 3
	Series	Final Board Presentation showcasing results

Please see Appendix for spreadsheet if required.

…To budget*

The spreadsheet provides a breakdown of the 'Lift-Off' event series, which was delivered on time to budget:

Timing	Phase	Event Type	Item	Detail	Cost
Nov - Dec 2011	Research & Planning	Research Event + Lead Gen exercise	Stand at ITxpo in Barcelona	Emerging Tech Package including AV, furniture & graphics	
			Giveaways/Promotional items	Including branded USBs	
			Print	Flyers, Coffee mats etc	
			Event Management	Planning, prepartion, onsite assistance	
TOTAL					
Jan - Feb 2012	Phase 1 & 2 & Execution	Press Briefing	Pre Event Management	Planning, preparation, invitations etc	
			Communications and Press Releases	Liaison with press	
			Longbridge Room Hire	Including Room Set up and Refreshments	
			Event Management	Including Big Leap team on site to manage briefing	
			Post Event Analysis and Press Release		
TOTAL					
Nov 11 - March 12	Execution	Gartner BI Summit	Silver Sponsorship package	Stand & Coffee Barista - including online and brochure advertising	
			Exhibition Design	Booth Graphics	
			On stand props	Including branded shirts and folders	
			Networking Bar	Including british vodka, fancy dress costumes and props, table cloths, lighting, food and beverages, signage and perspex centre display, ice bucket, & test-tube shots etc	
			Discovery Lab costs	Including costumes, props, presentation, music, & technical set up etc	
			Promo Video and Product Demo	Development and Production including upload to all relevant channels	
			Giveaways/Promotional items	Including branded USBs, Laser Pointers, wrist bands	
			Offers	Digital Camera & Vodka	
			Print	Including branded coffee cups and mats, collateral, flyers etc	
			Pre & Post Comms Programme	Including eDMs and Analyst Programme meeting set up	
			Onsite Event Assistance (Headcount)	Including Social Channel management	
			Event PR	Including Pre During & Post Press Releases	
			Event Management	From conception through to delivery and analysis	
TOTAL					
Contingency for additional assistance or any unforeseen onsite equipment requirements					
UK LAUNCH BUDGET					£145,000
GRAND TOTAL					£145,000

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

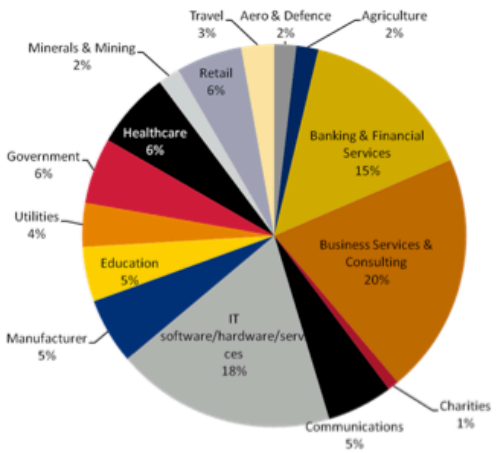
Please see Appendix for spreadsheet if required.

Results that 'Smashed it'

A range of measurement techniques were used to count leads generated, understand the reach of brand awareness, and support 'soft' results.

Event	'hard results'	'soft results'
Gartner ITxpo	Leads: 42 qualified Awareness: Trended on Twitter	• Messaging tested and confirmed • Emulated by other vendors at BI Summit
Longbridge Press Event	19 individual items of coverage: • 5 Broadcast • 1 national press • 8 regional press • 3 trade press • 2 website items	• Relationship developed with Bournville College
Gartner BI Summit	Leads: • Discovery Lab: 30 hot leads (14 active sales) • Stand: 79 hot leads in Pipeline • Coffee barista: 307 quality contacts added to permission-based marketing-list Awareness: • Four face-to-face tier-1 analyst briefings • Consistently within Top-5 show-based tweeters (measured using Hashtag #GartnerBI) • Product Demo trended as most watched video on Gartner website	• NeutrinoBI named Gartner Cool Vendor 2012 as a result of impressing keynote James Richardson • Keynote mention to 700+ delegates - Dan Sommer flagged NeutrinoBI as one of only two vendors driving data discovery and natural-language search • Brand awareness to 1100 BI specific delegates – heard several exhibitors and delegates say the Summit was the 'NeutrinoBI Show'. • Discovery Lab – oversubscribed before the event and surveys confirmed 'overwhelmingly positive' feedback.

Please see Appendix for PR Coverage Report and Lead Report



Target: 50 'hot' leads.

Result: 109 'hot' leads from Fortune 500 across a range of sectors.

Client testimonial on the success of the UK Launch event series:

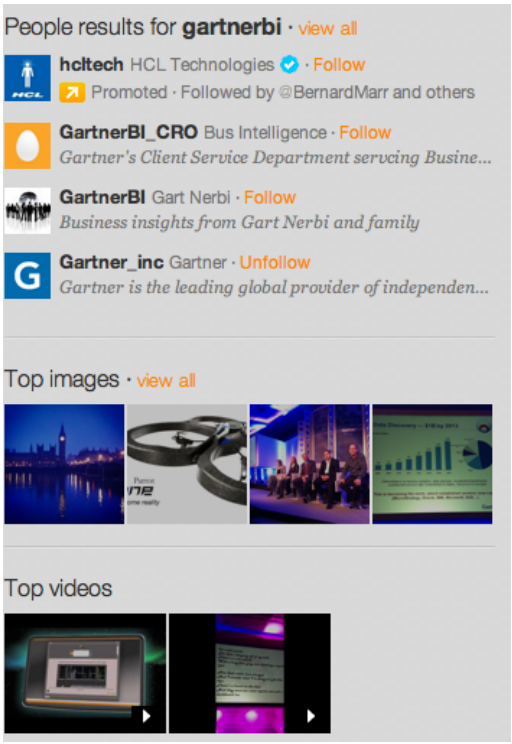
Jon Woodward, CEO of NeutrinoBI, provides his testimonial on the 'Lift-Off':

With ever increasing waves of market noise, a highly-coordinated programme, and modest launch budget, the 'Lift-Off' exceeded company expectation. From being a little known brands we:

A) Were mentioned in the keynote speech as being one of the future products to watch.
B) Were awarded worldwide status of Cool Vendor, which although earmarked on the plan as a 3rd-year objective, is a massive achievement for any company - let alone a company who launched in February.
C) Produced a volume of leads and pipeline sales which means that the launch has paid for itself
D) Got the brand recognised, enabling us to open doors of FTSE 500 companies.

The launch created a buzz in the market, and the Big Leap team created excitement internally, pulling together the whole management team and front-of-house staff to propel us to the next-level.

This is all down to 'three marketing angels', who although an outsourced agency have proved that their passion and commitment to not just deliver to the plan, but consistently smash it, has been amazing. Constant energy, thought leadership, impeccable execution and fun - the dream agency to work with – they deserve the recognition of a B2B marketing award."



NeutrinoBI video was the most watched at Gartner BI Summit 2012
(see top videos – left hand screen)

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Supporting Materials and Appendix

Supporting materials:

- **A2 Presentation Boards (2)**
- **Pack of Branded Promotional Giveaways**

Appendix:

- **Budget & Timeline Spreadsheet**
- **PR Coverage Report on Longbridge Press Briefing 2012**
- **Gartner Lead Generation report from Gartner BI Summit 2012**