gravity GLOBAL

B2B Marketing Awards 2012

B2B Marketing AWARDS 2012 FINALIST

Category Number: 1

Category Name: Best Integrated B2B Marketing Campaign

Programme / Initiative Name (Cats 1-21): Thales Brand

Agency: Gravity Global

Brand or Client: Thales

URL or Microsite: Please view the following links for online material

http://www.gravitydigital.net/preview_area/thales_corporate_video/

Banner Advertising:

http://www.gravitydigital.net/preview_area/B2Bawards/Thales/ad1.html

http://www.gravitydigital.net/preview_area/B2Bawards/Thales/ad2.html

http://www.gravitydigital.net/preview_area/B2Bawards/Thales/ad3.html

Testimonial

http://www.gravitydigital.net/preview_area/thales_best_integrated/



Summary

(200 Words Maximum)

THALES

The challenge was to develop and deliver a truly aligned and integrated campaign to a fragmented Global business encompassing on-line and offline, internal and external comms,

Internal – this involved educating and equipping 200 communications personnel responsible for their own activities in their market, cascading the programme internally to 67,000 employees across 56 countries and 13 time zones.

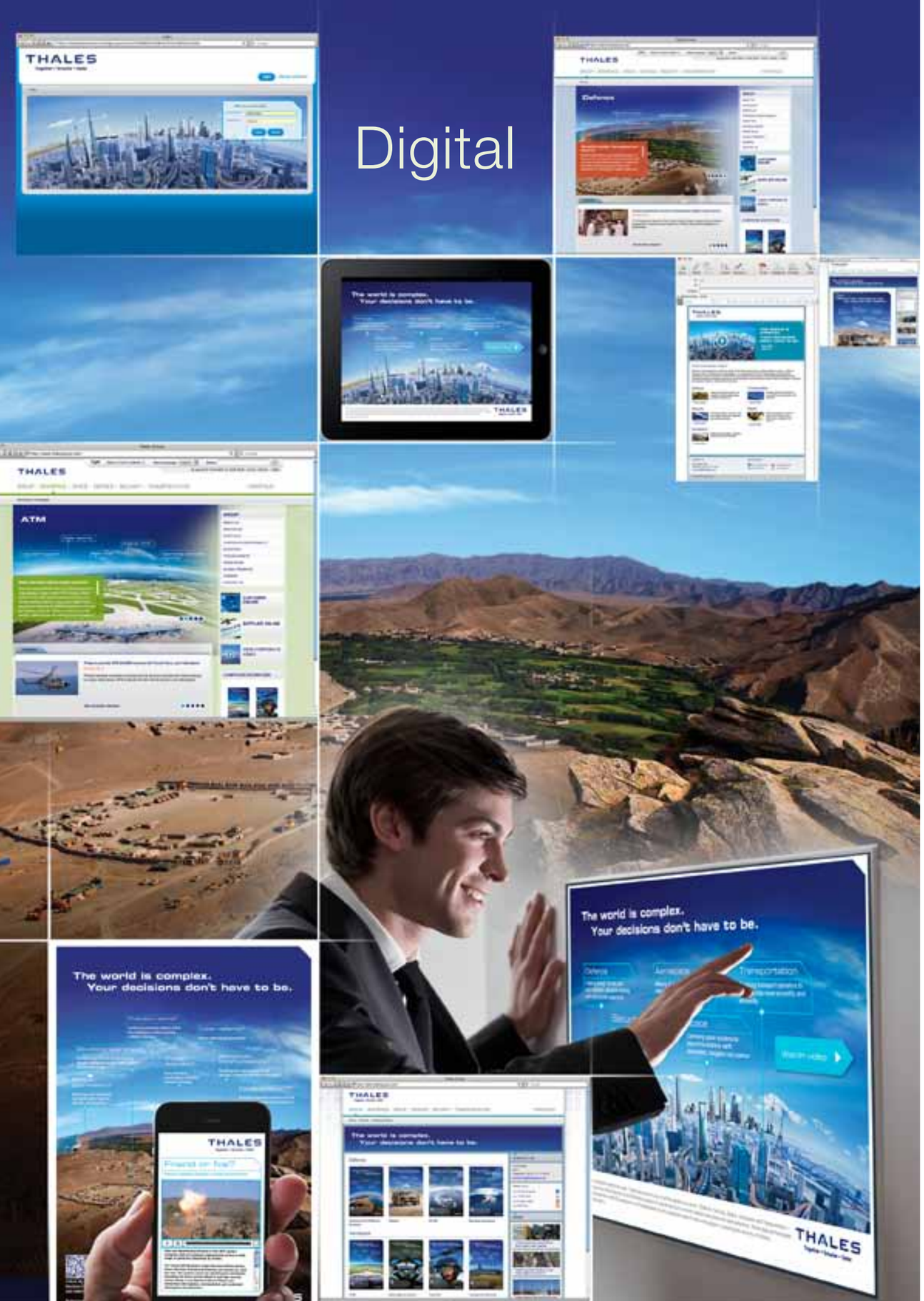
External – the campaign needed to reach and influence senior decision makers and government officials across five different market sectors and six continents taking into account the local market presence and objectives.

Critical to this was the way in which a complicated message had to be crystallised and communicated consistently in a simple, easy and engaging way to actively encourage all audiences to find out more.

Key to the success of the campaign was a bespoke and innovative communications portal through which all internal and external activities could be channelled, developed, monitored, revised and delivered 24/7.

Also the integration of digital and print with QR codes (a first in this sector) working hand in hand was a key component of the programme in order to deliver both the breadth and depth of the offering required by the diverse audiences in a timely manner.

(Summary Wordcount = 200)



Main Submission

(1000 Words Maximum)

About the client company

Thales is a global aerospace, defence, security and transportation business. Based in Paris this 67,000 employee outfit is a commercial powerhouse turning over €13bn operating in 56 countries, making impressive inroads to emerging markets like China, India, Russia, Mexico and Brazil.

Strategy – Broader business issues the company is facing

For over 10 years Thales had the same problem: customers either didn't understand the full extent of their capabilities or amongst the few that did, even less understood what made Thales special.

It didn't stop Thales being successful, but it hampered their growth, especially in developing markets and growing sectors like security (after 9/11) and transportation.

Our breakthrough during a huge internal and external insight programme was to realise that Thales didn't just make stuff, they actually understood how critical decisions were made and they built solutions that supported every step of a critical decision: from data gathering, analysis, through to action and assessment. The Critical Decision Chain as we called it has become an ingredient brand and a property that immediately communicates what Thales is focussed on.

Objectives of the campaign

Align the business behind a single-minded proposition.

Engage 67,000 employees with the brand story.

Position Thales in all its diverse markets as the world leader of solutions that enable the user of the systems to make better decisions, take better actions and achieve better outcomes in critical environments.

The target audience

External

Senior decision makers in aerospace, defence, security and transportation companies
Government officials
Supply Chain

Internal

67,000 employees.

Media, channels or techniques used

External

Trade Press print and on-line advertising
Airport posters
Live events and exhibitions
Collateral, films, web pages and landing pages, brochures, company magazine
EDMs
Press events

Internal

Brand engagement workshops and tool kits
Banners
Posters
kulus-EDMs
Intranet

THALES

Film



Timescales of the campaign

October 4 2011 (Ongoing).

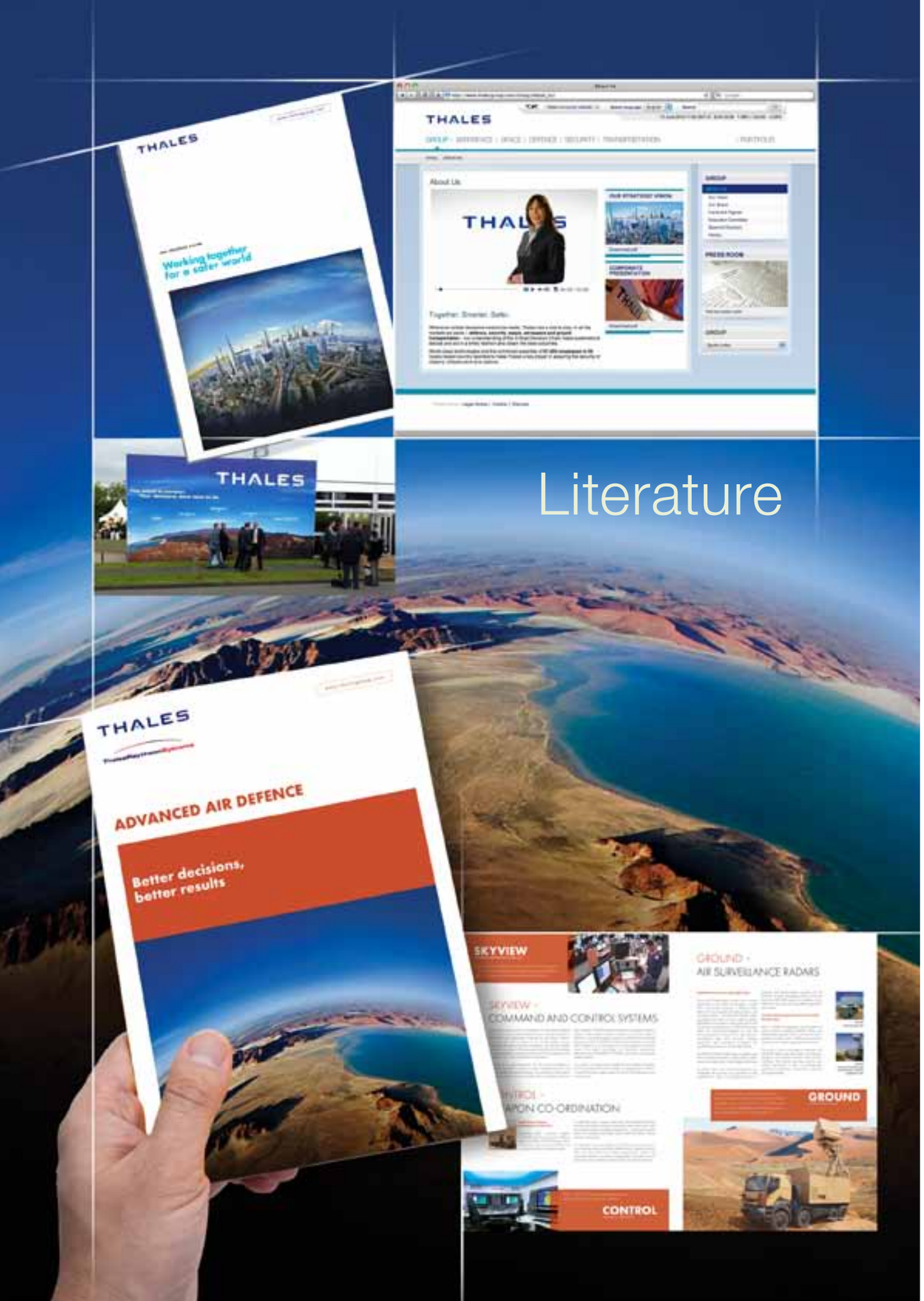
Budgets

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.

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Client Testimonial

"Thales is a very complex organisation addressing a wide array of vertical markets that seen from the outside don't necessarily seem to be connected and therefore it was an immense challenge to find a common story that binds together the various activities of Thales into one consistent story. And one which generates more business.

Thales has been seen as very much a single name company but not a single brand. So bringing all this together into a single integrated campaign deployed worldwide across all of our channels was an opportunity.

The campaign was unveiled to various stakeholders – employees, customers and shareholders – and I can say we are extremely satisfied with the results.

Gravity managed to deliver this admirably."

Markus Leutert,

International Communications Director, Thales

(Main Submission Wordcount = 573)

THALES



Creative Work

Aerospace Ad

The world is complex. Your decisions don't have to be.

Flugsicherheit?

Wir ermöglichen es Betreibern, sich dank einer verbesserten Kontrollautomatisierung auf ihre Hauptaufgaben zu konzentrieren

Umweltauswirkungen?

Energiemanagement im Flugverkehr, Verfahrensoptimierung, Reduzierung des Treibstoffverbrauchs und von Emissionen

Operative Effizienz?

Reduzierter Wartungsaufwand und verbesserter Verkehrsfluss

Erfolgreicher Flugverkehr?

Planung und Verwaltung von Flügen, um den Flugverkehr zu optimieren

Maximierung des Flugverkehrs?

Verdoppelung der Flugdichte durch verbesserte Luft-/Boden-/Raumverbindungen

Fluggastzufriedenheit?

Verbessertes Reiseerlebnis für Fluggäste

Die zivile Luftfahrt wird durch eine wachsende Luftverkehrsdichte, überlastete Verkehrswege und eine an ihre Grenzen stoßende Luftverkehrskontrolle zunehmend komplexer. Wir bei Thales entwickeln Anlagen, Systeme und Dienstleistungen, um die Sicherheit und operative Effizienz von Cockpit- und Kabinenlösungen, Radarsystemen, Flugbetriebsmanagement, Navaid-, Simulations- und Schulungssystemen zu verbessern. All dies vereinen wir in unserer sogenannten „Kette kritischer Entscheidungen", die Bordpersonal, Fluglotsen und andere wichtige Entscheidungsträger dabei unterstützt, komplexe Aufgaben zu meistern und zeitnah Entscheidungen zu treffen, die optimale Ergebnisse liefern.

Falls Sie Näheres über unsere Luftfahrtlösungen erfahren möchten, scannen Sie bitte den QR-Code oder besuchen Sie **thalesgroup.com**

THALES
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Defence Ad

The world is complex. Your decisions don't have to be.

Precision strike?

Delivering precision effects within the battlespace while avoiding collateral damage

Cyber defence?

Active defence of cyberspace

Situational awareness?

Increased operational tempo through shared intelligence across own, coalition and friendly forces

Threat detection?

Early detection, prioritisation and faster reaction to threats

Networked communications?

Enabling the rapid escalation of decision making in the heat of the battle

Mission optimisation?

Reducing crew workload during complex tasks to shorten reaction time

Power projection?

Providing logistical solutions for the deployment and direction of forces

Decisions about defence are increasingly complex. At Thales we serve all branches of the armed forces for air, land, naval, space and joint operations – as well as the new threat environments of urban security and cyberspace. Our interoperable, scalable solutions and services provide operational mission support where time and reliability are critical. By embedding all our systems, equipment and solutions within our Critical Decision Chain, we enable decision-makers to master complexity in critical scenarios and make timely decisions that obtain the best outcomes.

To find out more about our Defence solutions, scan the QR code or visit **thalesgroup.com**

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Transport Ad

The world is complex. Your decisions don't have to be.

Transport safety?
Automating critical decisions to eliminate human errors

Passenger satisfaction?
Offering real time information and ensuring security

Seamless journeys?
Unique fare systems for all transport modes

Revenue protection?
Innovative solutions to collect revenues

Network capacity?
Improving flow with automated signalling for optimal train frequency

Operational efficiency?
Ensuring optimised network management with minimal investment



Transportation networks around the world are becoming more crowded, more congested and more complex to manage. The ability to run these networks smoothly and efficiently is crucial to economic growth and quality of life. We design, develop and deliver equipment, systems and services that enhance the safety and operational efficiency of ground transportation infrastructure and improve passenger experience worldwide: signalling, communication, supervision, revenue collection and toll road management systems. We combine them into what we call the Critical Decision Chain. It enables network managers and decision-makers to master complexity in critical scenarios and make timely decisions that deliver the best outcomes.

To find out more about our Transportation solutions, scan the QR code or visit **thalesgroup.com**

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Air Defence Ad

Advanced Air Defence. Better decisions, better results.

Air threat and missile detection?
Providing superior decision-support information for all mission types

Situational awareness?
Enabling 100% engagement safety through a fully integrated identification chain

Theatre and force protection?
Maximising high fire-power, mobility and protection against air attacks

Mission planning and execution?
Promoting an integrated approach to every stage of the critical decision chain

Cyber security?
Delivering cyber-resilient solutions for wide ranging Air Defence missions

Thales has developed a range of Advanced Air Defence solutions that leverages all of the technologies, innovations, solutions, services and capabilities that have made us world-leaders in the sector. More importantly, it is a step-change that has been shaped by our response to, and anticipation of, the challenges our customers face in today's environment. Our capabilities include SHIELD Air and Missile Defence Solutions, SKYVIEW Command and Control Systems, CONTROL Weapon Co-ordination, GROUND Air Surveillance Radars, RAPID Mobile Integrated Weapon Systems and STAR Missiles. Together with ThalesRaytheonSystems, Thales helps key decision makers master complexity and make timely decisions for better outcomes.

To find out more about our Advanced Air Defence, scan the QR code or visit **thalesgroup.com**

ThalesRaytheonSystems

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Air Traffic Management Ad

ATM. Better decisions deliver better outcomes.

Long-term support?
Offering a complete range of extended services

Safer skies?
Increasing air traffic efficiency makes new solutions essential

Optimising controller workloads?
Providing integrated technology enables controllers to focus on their primary roles

Cyber security?
Ensuring data integrity protection against cyber threats is vital

Greener ATM?
Optimising flight profiles with reduced holding patterns, cuts carbon emission and fuel consumption



Growing aircraft numbers make Air Traffic Management more complex. Thales TopSky-ATM Solutions help to make the skies safer, greener and more efficient. Our industry-leading initiatives, components, systems and services are integral to the SESAR programme in Europe and NextGen in the US. Thales is trusted by key ATM decision makers across 180 nations and an impressive 2 out of every 3 planes around the world land and take-off with the help of Thales.

To learn more about our TopSky-ATM Solutions, scan the QR code or visit **thalesgroup.com**

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Product Ad

SoldierView. Fully equipped to make the right decisions.

Clear Standard Messaging?
Templates to generate Calls for Fire, MedEvac requests and contact reports

Standard Symbology?
ACP 2525B compliant set with unique soldier extensions

Position Awareness?
Wearer can track their own position and their team's movements

Digital Data?
Wireless GIS system map with pan and zoom

Navigation Planning?
Create and share multiple routes based on way points



Heightened situation awareness and robust, secure communication leads to increased dismounted infantry effectiveness. Thales' SoldierView solution, incorporating Battle Management software running on a compact computerized display, and a secure soldier radio providing simultaneous voice and data, enables field commanders and soldiers to share real-time information in a secure environment to facilitate mission success. We enable decision-makers to reach decisions that deliver better outcomes. As a prime supplier and premier systems integrator, Thales Canada provides local expertise and best-in-class solutions to address the operational needs of Canada's Army.

To find out more, scan the QR code or visit **thalesgroup.com/canada**

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Naval Ad

Maritime solutions.

Better decisions deliver better outcomes.

Humanitarian missions?
Co-ordinating disaster relief, humanitarian aid, evacuation operations and search and rescue

Power projection?
Supporting amphibious and special operations, gun fire support, tactical ballistic missile defence and land attack

Policing challenges?
Countering drug trafficking, anti-terrorist operations, illegal immigration patrols and environmental protection

Sea control?
Maintaining naval presence, territorial integrity, intelligence, surveillance and reconnaissance, embargoes and the protection of sea lines

Trusted and deployed by over 50 Navies, Thales solutions cover anti-air warfare, surface warfare, underwater warfare and maritime safety and security. Our state-of-the-art radars and sonars comprise the world's largest sensor portfolio. With cutting-edge technology that extends to fire control and leading C4ISR solutions, prime contracting, lead system integration and warship modernization programmes. Backed by a global support and services network for the broadest range of ship classes and optimized through-life operational costs. Thales Maritime solutions are best in class and enable decision makers to reach decisions that deliver better outcomes.

To find out more, scan the QR code or visit **thalesgroup.com/naval**

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Product Ad

Hawkei. Fully networked to help you make the right decisions.

Rapid Deployment?
Air transportable by CH-47 Chinook from support ships

Networked Mission Systems?
Advanced electronic architecture with open standard and systems agnostic features

Survivability?
Integral blast protection and scalable ballistic armour to meet current and future threats

Versatility?
Vehicle design is modular, scalable and flexible. Command, reconnaissance and utility variants available

Crew comfort?
Spacious 5-crew compartment, air conditioned to reduce battle fatigue

Developed to meet the specific operational requirements of the Australian Defence Force, Thales Hawkei is an innovative, high performance military vehicle. Hawkei meets the key global challenge of 'protected mobility' for defence forces: light enough (7 tonnes) to be rapidly deployed underslung a CH-47 Chinook helicopter and designed to deliver high levels of exportable power to support advanced integral vehicle electronic architecture. Comfortably accommodating 5 crew, with blast and ballistic protection integrated into the design from the outset, Hawkei features protection partner Plasan's B-kit scalable armour which can be fitted in the field in less than 30 minutes. Designed to enable the warfighter to make better decisions, Hawkei delivers better battlefield outcomes.

To find out more, scan the QR code or visit **thalesgroup.com**

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Product Ad

The Integrated Mast. Fully equipped to help you make the right decisions.

Operational costs?
Lower lifecycle costs thanks to reduced and simplified maintenance and predefined growth path

Optimal performance?
Excellent situational awareness due to unique all-around 360° vision for all subsystems

Lean manning objectives?
Supports the reduced manning concept thanks to easier operation

Reduced risk?
Built, integrated and tested by Thales in parallel with ship construction allows plug & play installation

With five IM400 systems under contract and the first system in operation on the Royal Netherlands Navy's patrol ship, the Thales IM400 is a radically advanced engineering solution to the customary problem of efficient ship/sensor integration. By resolving the electromagnetic conflicts and line-of-sight obstructions inherent in traditional topside antenna arrangements it provides remarkable advantages in terms of improved operational performance. But the IM400 also offers increased operational availability, shorter delivery time, reduced maintenance requirements and significant space savings below deck. Providing an unobstructed 360° view, the IM400 Integrated Mast solution is completely scalable to customer requirements. Confirming Thales' market-leading position in naval sensors worldwide, this innovative technology enables decision makers to reach decisions that deliver better outcomes.

To find out more, scan the QR code or visit **thalesgroup.com/integratedmast**

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Product Ad

SelTrac® CBTC. Better decisions deliver better outcomes.

Energy savings?
Anticipating energy peaks and synchronising trains saves up to 18% energy on average for green transit systems

Reducing costs?
Automatic train control, efficient maintenance facilities and diagnostics to reduce operation and LCC

Safe train movement?
Ensuring safe train movement by monitoring maximum train speed and minimum train separation

Ease of system migration?
Vast experience at migrating from conventional to CBTC systems with minimum disruption

Maximising line capacity?
Reducing headway, minimising travel times and increasing availability

Booming urbanisation worldwide has brought growing pressure on public authorities to develop and extend their transport infrastructures. To help create sustainable mobility, critical decision makers are selecting SelTrac® by Thales – the world's leading automated Communications-Based Train Control solution. With CBTC, Thales has been improving rail efficiency and rail flow via automated control systems for more than 26 years. So far, we have deployed more than 53 SelTrac® CBTC systems in over 30 major cities. Our track record in the design and deployment of large-scale, driverless and complex mission-critical projects is best in class.

To learn more about our CBTC system technologies, scan the QR code or visit **thalesgroup.com**

THALES
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Product Ad

Battlegroup Solutions.
Better decisions deliver better outcomes.

Force protection?
Developing new armoured vehicles, base security, counter-IED, jamming and field communication systems

Maintaining battlefield dominance?
Innovative and modular vehicle and soldier systems that adapt to any mission

Integrated communications?
Enabling network-centric operations for combined forces through advanced radio and C4I solutions

Situational awareness?
Supporting critical decision making in the heat of battle with surveillance and C4I solutions

Minimising collateral damage?
Ensuring long-range positive identification 24/7 through surveillance systems and target designators coupled with precision strike effectors

Decisions about defence are increasingly complex and the need for Land Forces to build, update and disseminate a common operational picture has never been greater. Thales is unique among Defence suppliers in its ability to deliver systems and communication technologies that permanently link land-based units of action with those of air and sea. Our combat proven solutions range from large cooperative systems to soldier/vehicle systems and key equipment and services. Delivering operational superiority through providing information dominance, we enable decision-makers to master complexity in critical scenarios and make timely decisions that obtain the best outcomes.

To learn more about our Battlegroup solutions,
scan the QR code or visit **thalesgroup.com**

THALES
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Product Ad

ETCS. Better decisions deliver better outcomes.

Interoperability?
Non-stop rail operations at national frontiers

Capacity enhancements?
Up to 40% without any further investment on infrastructure

Systems integration?
Seamless signalling and communication solutions designed and delivered

Energy savings?
Reduces power consumption by more than 10%

Lifecycle cost?
Optimised trackside efficiency, running costs and maintenance

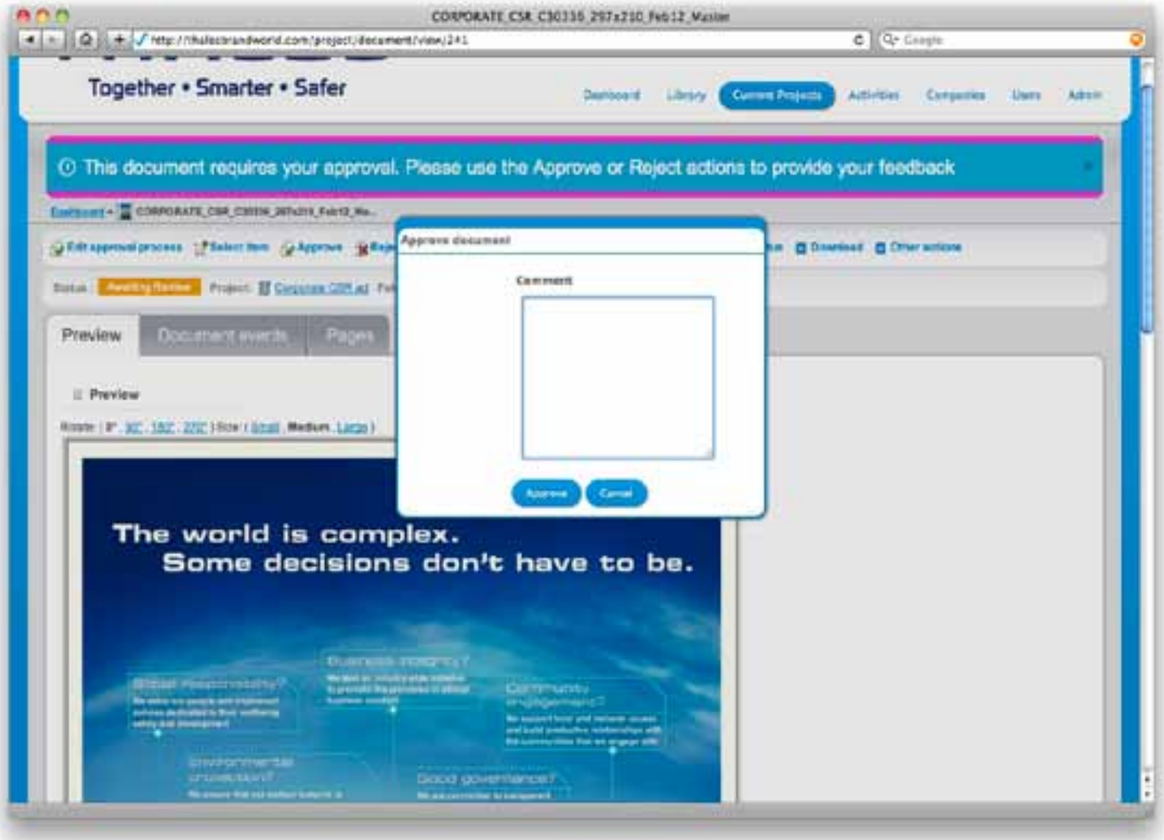
Increasing rail use makes choosing the right technology vitally important. Thales is the world-leading supplier of ETCS technology and have been making rail networks safer, more efficient and greener for over 70 years. We pioneered ETCS deployment and lead ETCS technology with innovative and customer focused functionalities to deliver unrivalled signalling and control solutions. Leading Thales to be recognised by decision makers as having the best track record in the world.

To learn more about our ETCS solutions,
scan the QR code or visit **thalesgroup.com**

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Brandworld Example Pages





Edm Example



iPad Advertising



QR Code Advertising



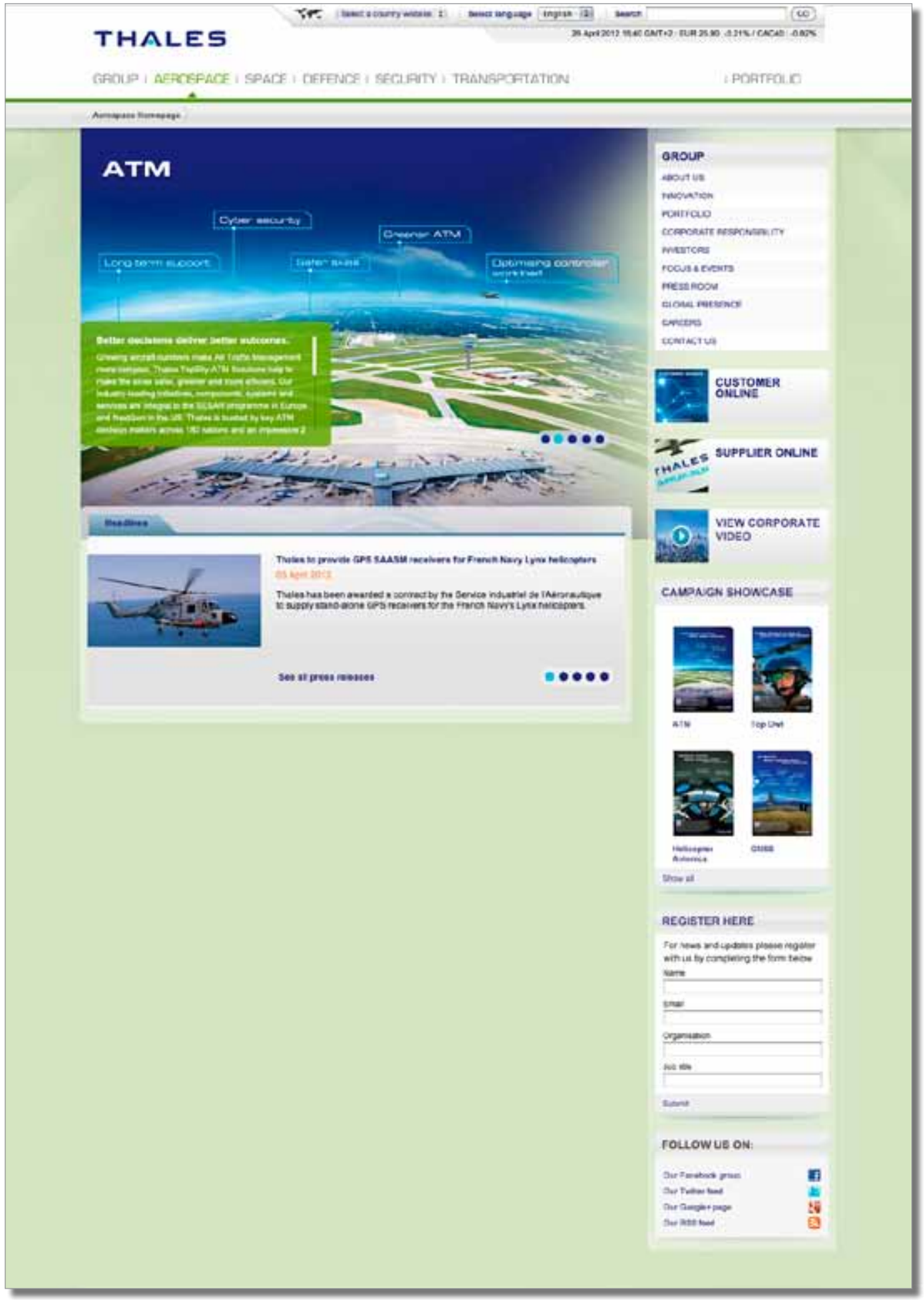
Website: Home Page



Other website page examples



Aerospace Carousel Page



Exhibition Display Banner



Brand Film. To view visit: www.thalesgroup.com/News_and_events/Group/Thales_in_video



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Brand Augmentation

Experience it with us

Download the Gravity Global World App from the App Store and point your iPhone at this marker

Available on the App Store