gyro:

CATEGORY NUMBER:	16
CATEGORY NAME:	BEST SME TARGETED CAMPAIGN
CAMPAIGN NAME:	MORE SENSE THAN MONEY
AGENCY:	GYRO
CLIENT:	POWWOWNOW
SUMMARY WORD COUNT:	174
MAIN WORD COUNT:	879

FINALIST 2013
B2B AWARDS

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

christoph becker
ceo + cco

SUMMARY

Powwownow's free conference calling service is ideal for small businesses. Their product is based on business efficiency and is designed to save time, money and hassle in an economic climate where every second counts.

gyro was tasked with refreshing the Powwownow brand so it would generate cut-through with SME business leaders, convincing them that Powwownow is the obvious, sensible option in the conferencing space. It would have to be persuasive enough to direct attention away from Powwownow's corporate-centric competitor, BT, often the default choice for many businesses.

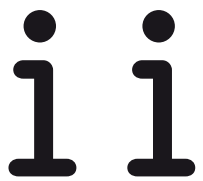
We developed a positioning of 'More sense than money', articulating this through a bold and sometimes controversial campaign that was designed to catch the eye of SME owners. The campaign harnessed fictional anti-hero, Cecil Goldwell, representative of the rich corporate executives that have more money than sense, to act as the antithesis of the brand and generate debate.

Capturing their maverick personality, the campaign has helped Powwownow become the SME champion in the conference calling space, leading to significant revenue increases and record registrations for the service.

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 fuss', 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.



THE STRATEGY

Powwownow wanted to boost registrations for their free PIN service and increase usage, in turn increasing their market share in audio conferencing.

Their competitor, BT, with a 50% market-share, is often the default solution for business conferencing calling services – despite it being corporate-centric and expensive. The market is also saturated with smaller fish that have little to distinguish them and offer comparatively unreliable services. Clearly, Powwownow is the obvious choice for SMEs.

The primary reason preventing Powwownow from attracting more SMEs was inertia.

"PEOPLE ARE HESITANT TO CHANGE THEIR CURRENT PROVIDER. A KEY FOCUS OF THE STRATEGY, THEN, WOULD BE TO STOP PEOPLE IN THEIR TRACKS AND ENCOURAGE THEM TO RECONSIDER THEIR CHOICE."

In such a low interest category, this required a hugely engaging creative platform and a big idea.

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THE OBJECTIVES

In times of austerity, businesses – especially SMEs – need to find ways to improve working processes, reduce complexity and cut costs. Born out of this, gyro positioned Powwownow as the SME champion of conference calling.

The strategy was to both drive registrations for Powwownow and ensure sustained use of the service. The campaign would need to boost brand awareness and make the budget work hard to combat the marketing spend of BT.

gyro developed an integrated campaign designed to resonate with SMEs and drive business objectives. The campaign juxtaposed fictional anti-hero, Cecil Goldwell, against the logical conferencing calling services of Powwownow, to reflect the new positioning of 'More sense than money'.

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THE TARGET AUDIENCE

The campaign was designed to capture the attention of SME owners, managers, decision makers and influencers.

SMEs are under pressure in an economic climate forcing them to make efficiencies – indeed, 20% of SME owners said their focus for 2012 was to reduce costs. These same business leaders are desperately looking for companies that can help them boost productivity and work smarter.

In addition to low resources, meetings can be seen as a drain on time and finances. So using the right conference calling service is one area that can boost efficiencies and reduce overheads. But as time-poor enterprises, SMEs are a difficult audience to engage and this had to be addressed in our communications.

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MEDIA CHANNELS USED

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

The campaign commented on current economic and business affairs, including the recession and the Eurozone crisis. The provocative adverts got people talking online, and we invited anyone offended by the adverts to 'knock sense' into our character Cecil Goldwell via a Facebook game, so any resulting negativity was curbed.

Digital display ads also focused on encouraging usage and driving high volumes of registrations. A click-through mechanism to a landing page with a simple email signup process enabled this.

Twitter was used to develop the character of Cecil. In particular, his live commentary around BBC series The Apprentice increased brand awareness and embedded his character further.

A CRM campaign helped reinforce the 'More sense than money' positioning to new and existing customers, with a welcome pack that included a Toff Trumps card game that allowed recipients to play with parodied versions of famous millionaires.

Collectively, the use of this media selection captured attention, drove brand awareness and gave Powwownow some great results.





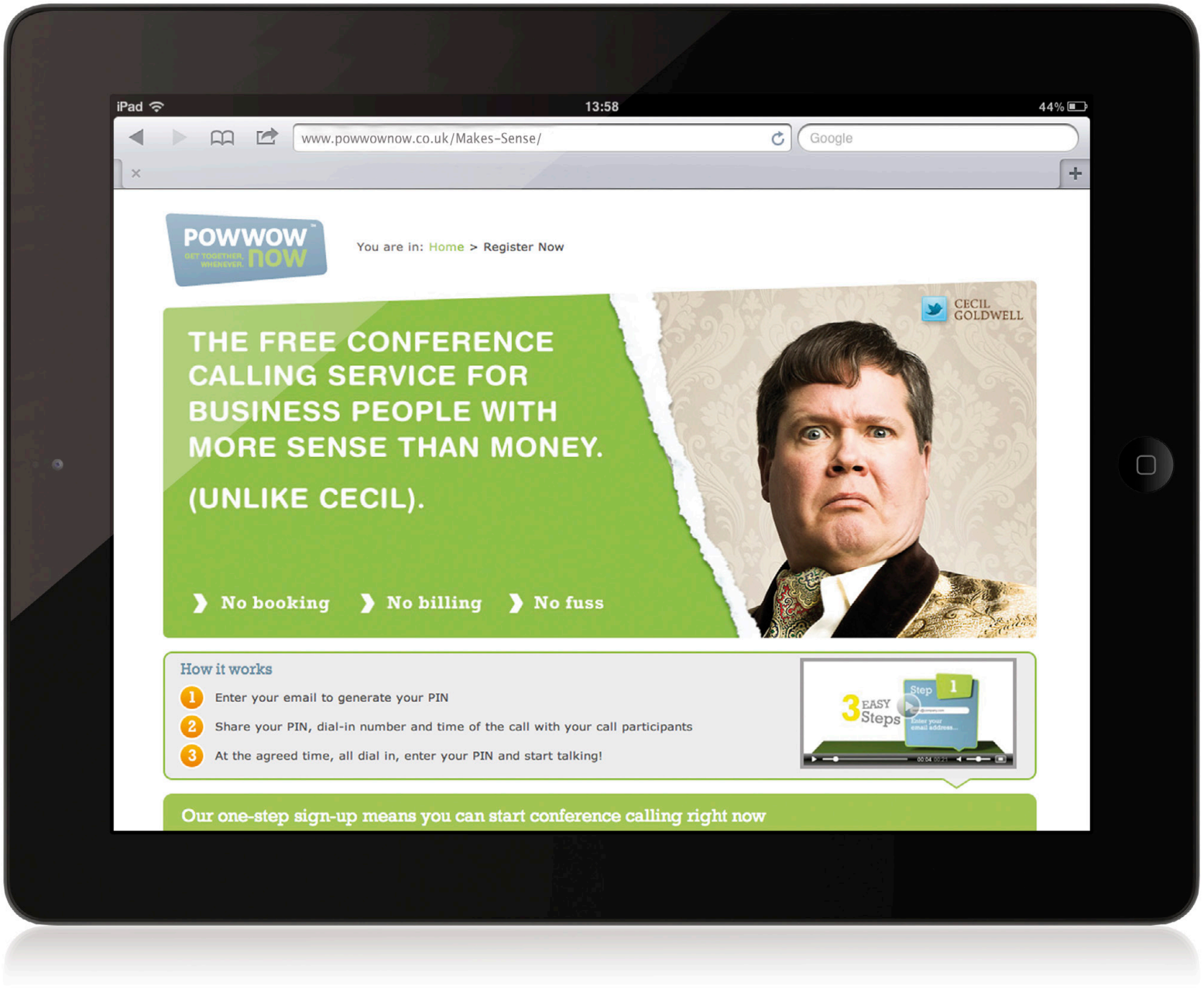
Tube car panel adverts



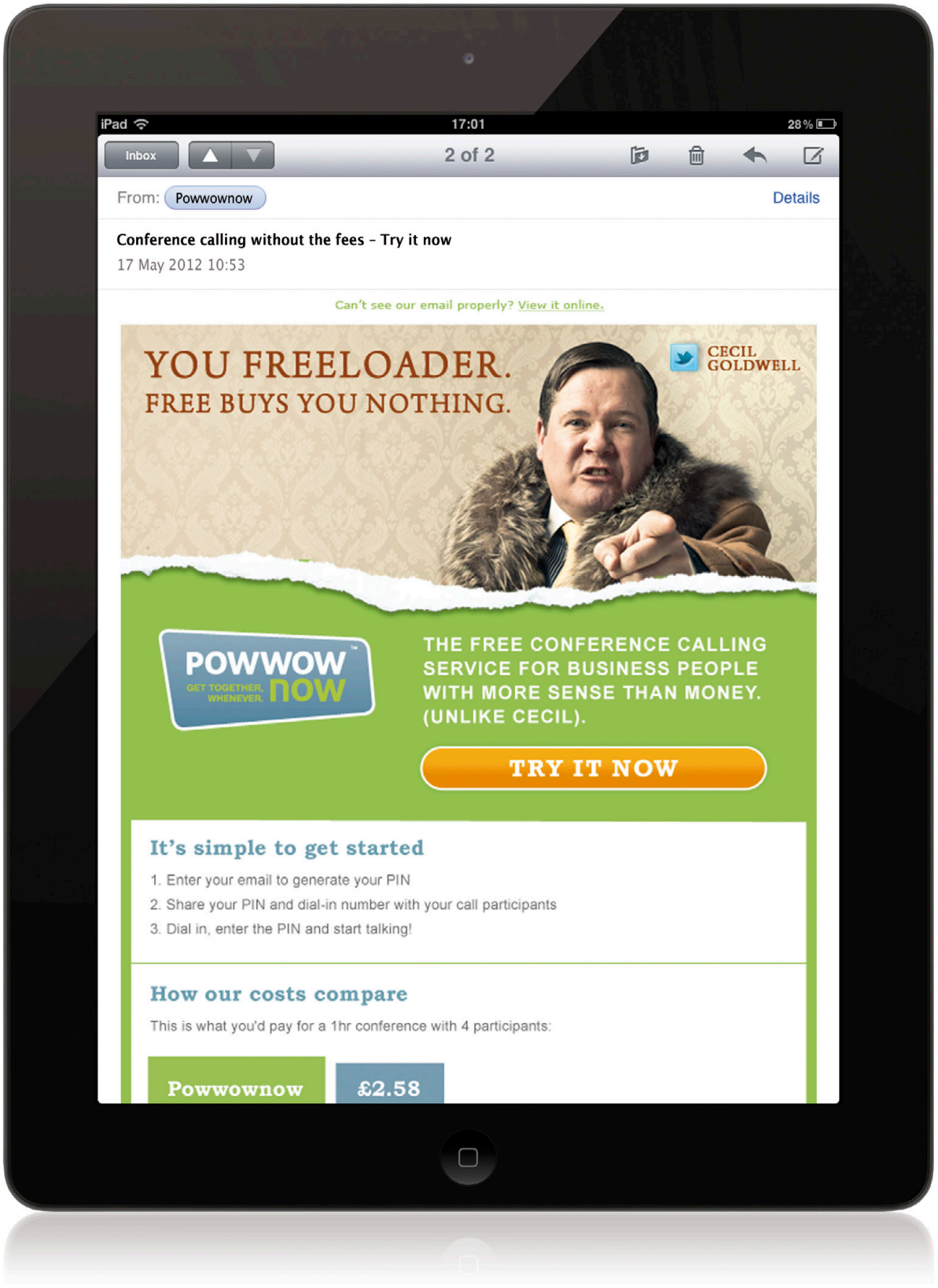
48 sheet advert



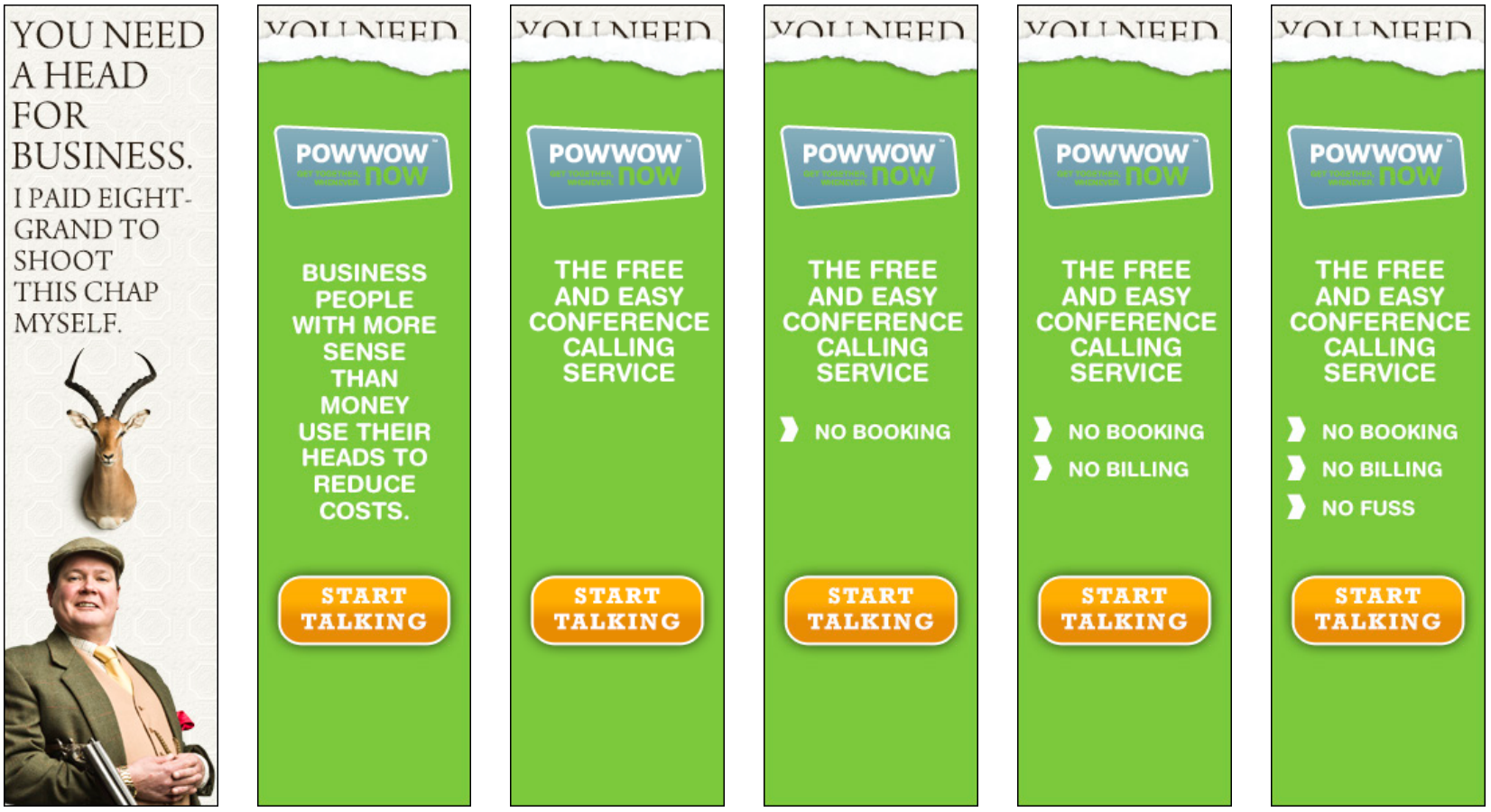
Press adverts



Landing page


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

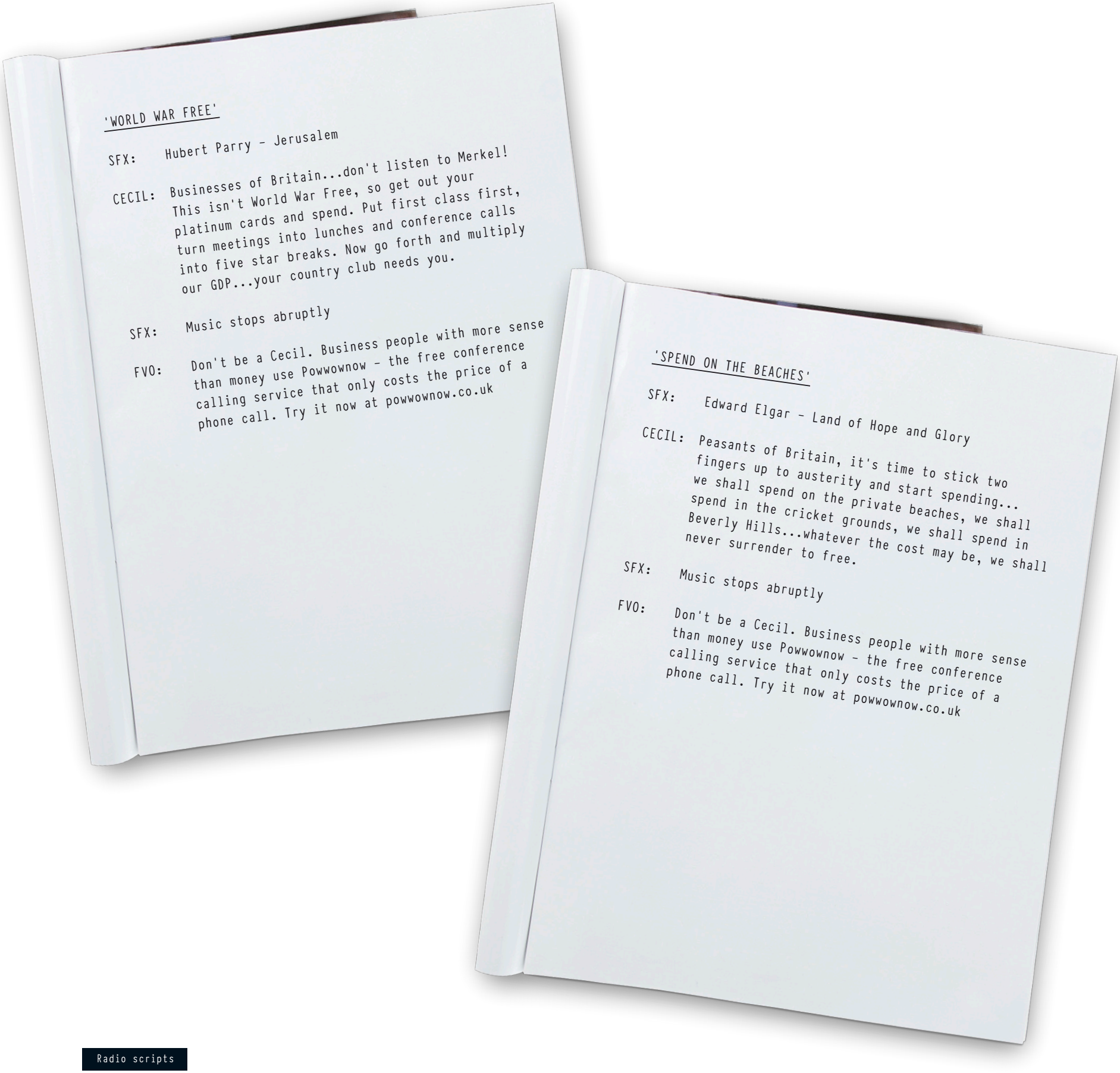
Email



Online banner ads



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



Toff Trumps game pack

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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

Rob Gorby, Marketing Director at Powwownow:

"We've been really impressed with the quality of gyro's creative work. It's been a fantastic year for growth, and a lot of that was down to the marketing campaigns that they have developed.

The most beneficial thing about working with gyro is they are effectively an extensive of my marketing team. I can really rely on them to be there when I need them, to pick up work quickly and deliver it efficiently – and deliver it at an award-winning quality."

gyro: