Category number:	**13**
Category name:	**Best Channel Marketing Initiative**
Programme name:	**Our Business Runs Better**
Agency:	**dnx**
Brand or client:	**SAP**
Program website(s):	**N/A**
Word Count:	**999**

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Summary

In 2011 SAP launched a marketing program that helped raise the profile of SAP and its channel partners within the SME sector through a consistent in-market presence. The campaign revolutionised the way SAP engaged in co-marketing planning and activity with their network of channel partners from over 40 countries in EMEA.

The 'Our Business Runs Better' (OBRB) marketing program was developed to show SMEs that SAP and its experienced partner network understand everything there is to know about their unique business challenges by showing how they have developed partnerships and delivered solutions to similar sized businesses around the world.

By bringing real SME challenges to life through different pain points, depicted visually by models holding boards, the OBRB campaign shows growing businesses that SAP solutions are appropriate for them and their business needs.

Thanks to the flexible creative framework, partners from varying backgrounds and with varying budgets could easily develop campaigns featuring an actual customer case study and differentiate themselves in the marketplace.

For the first time, local channel marketing teams had enough tools to sit down with their top channel partners at the beginning of the year and develop an integrated plan of co-marketing and partner-led marketing activity.

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About SAP

SAP helps companies of all sizes and industries run better. SAP's software empowers people and organisations to work together more efficiently and use business insight more effectively.

SAP has over 183,000 customers and 78% of its software installations worldwide are in SMEs (Small and Medium Enterprises).

SAP has a 100% indirect go-to-market strategy for the SME sector.

Strategy

Before the programme was conceived, SAP knew through internal and external research that:

- Although over 70% of their customers are SMEs, the SAP brand had a relatively low perception amongst the sector across EMEA. The common misconception amongst SMEs was that SAP was too big, too complex, too expensive and too slow to implement for their own IT needs.

- Communications to SMEs across EMEA were inconsistent with some messages coming from the global team, some from a regional level and others direct from the local country. Creative themes and messages were unaligned with each other and the channel.

- Channel partners did not have enough tools or resources at their disposal to stand out, be unique and showcase their individual innovation and tailored solutions

- SAP's Marketing Development Fund (MDF) was only 50% utilised on average each year.

Objectives of the initiative

1. Improve SAP's visibility within SMEs, demonstrating SAP understands of their day-to-day business pains

2. Promote the strength and breadth of the partner network and showcase their innovation and expertise in implementing SAP's solutions

3. Provide content to partners that was appealing and configurable and differentiate them from other SAP partners in the market place

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Our Strategy

Our strategy was to bring to life the many examples of people, companies and industries that have benefited from SAP's solutions. This would help put SAP and its partner network at the front of our target audience's minds. To do so, we needed to

1. Develop a channel centric program and framework that enabled partners to use their own customer success stories

2. Develop a framework for engagement and execution that allowed different countries and different channel partners to configure their own personalised, yet consistent campaigns from varying levels of investment

The target audience

1) SMEs across different industries. Revenue: €1 to €100million.

2) SAP Partner Ecosystem: Marketing teams in Value Added Resellers, System Integrators and Distributors

3) SAP EMEA Marketing Services and Market Unit Marketing Teams

4) SAP's network of Marketing Service Bureaus (MSB): MSB's are marketing agencies who are accredited to provide marketing services to SAP partners.

Media, channels or techniques used

We developed campaign templates within 3 'program pillars' in which partners could create tailored awareness and demand generation campaigns from a wide selection of highly configurable assets and offers.

Pillar 1

10 SME solutions and industry focused campaigns. Each campaign contained the following assets:

- Copy blocks with messaging and headlines for up to 6 different SME Pain Points
- Different image library for each pain point / headline
- DM Postcard
- Email DM
- Landing page including Registration page, Thank You page
- Online banners
- Generic event kit containing poster, event banner, event invite
- Teleguide
- Implementation guide

To make the communications friendlier, engaging and conversational, copy is written in the first person throughout. The pain points are depicted through the use of imagery displayed on a board the person is holding. This enables the messages to be communicated via a consistent creative

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thread running through the entire program. Below are example images and headlines linked to SME pain points:

Business Savings	"When you know the best way to cut back, there's more opportunity for growth. Thanks to SAP, it's the same in our business."		
Managing Organizational Change	"With SAP, navigating change has been really easy. At least in the office I don't get wet."		
Boosting Competitiveness	"With SAP, our increased agility has made us so much more competitive."		
Simplify IT	"A simple menu, plenty of options and delivered fast. Maybe that's why I love SAP."		

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An example asset composition that indicates the different configurable components that channel partners can tailor:

DG Assets composition



1. Headline linked to a pain point and picture
2. Call to action main offer
3. Frame picture linked to headline
4. Model (more than 15 models male and female to meet all EMEA countries needs
5. Industry background
6. Headline + call to action
7. Body copy
8. Call to action: + website and phone number



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Pillar 2

Mythbusting campaign - SAP is not too big, too complex, too expensive or too slow for SMEs

We bring SAP customer success stories to life and use actual customer quotes to dispel the myths:











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Pillar 3

Partner reputation and relevance – partners could develop campaigns featuring a customer case study with 3 different level of customization (including the possibility to get closer to their customers through photo shoots with their staff on-premise and featuring them in the campaign itself)

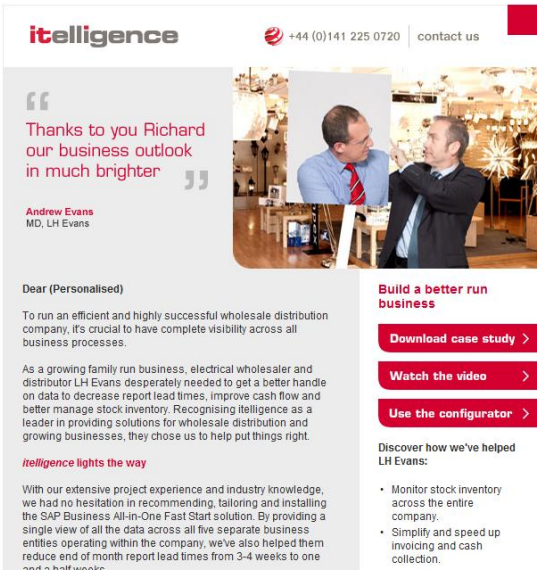
Example of partner customer case study campaign (Gold Package) using the framework below:





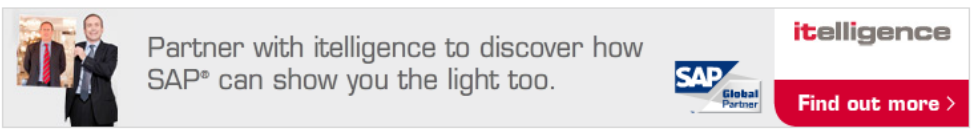












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Different levels of customization were available to different levels of partner in terms of resources and access to customer-content:

Campaign Element	Gold	Silver	Bronze
	Partner and Customer provided content	**Partner provided content**	**Low / No available content**
Photography / Imagery	Half day shoot on location	HI-res shots taken by partner	Stock photography from approved library
People	Minimum of 3 key team members (customer) and one partner team member.	Actual Partner team members	1-3 stock shots of models
Building / Office	Actual office / building of company	Customer office / building shot provided by the partner	Stock shot of office / building from approved library
Products / Tools / Props	Product shots, machinery, departmental location shots. Include shots of customers with props associated with their personalities/hobbies.	Product / machinery / departmental shots provided by partner. Include shots of partners with props associated with their personalities/hobbies.	Stock shots of related items from approved 'industry specific' library
Copy			
Case study	SAP or Partner own case study	SAP or Partner own case study	Generic industry case study from region (no names mentioned)
Soundbites / Testimonials	2 written quotes /testimonial from all team members featured	Only by the partner	No written testimonial
Personalities/Hobbies	Customers interviewed to draw out personalities/ hobbies and reference to these included in copy.	Partners interviewed to draw out personalities/ hobbies and reference to these included in copy.	None
Signatures / Job titles	Actual signature and job titles provided from all featured people	Job title of featured member only provided by customer	None
Video			
Location	Half day shoot on location at customer premises	Half day shoot on location at Partners premises	At studio or on location
People	Minimum of 2 key team members from customer and one from partner	Actual partner team members, actor for customer	Actors for both partners and customers
Props	Actual products / service areas / buildings / office , etc	Staged locations / props, etc	Staged locations / props, etc
Script / Voiceover	Scripts written for customers and partners based on actual case study	Scripts written for both partners and actors based on actual case study	Scripts written for actors but based on actual case study

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Timescales of the campaign

The program was launched in April 2011 and is 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.

Client Testimonial

"The OBRB program delivers a highly configurable program of content to different markets and channel partners across EMEA. It has enabled local country marketing teams and their top channel partners to engage much more meaningfully and gives them a better framework for partner buy-in and commitment so that they can ramp up their own marketing and co-marketing activity at the local level. The program has seen unprecedented levels of financial commitment and results from both local country marketing teams and their channel partners, higher than any other channel initiative launched to date."

Michael Grekin
Marketing Director Volume, Ecosystem & Channels EMEA

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