FINALIST 2014 B2B AWARDS

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Telling the Oracle Story Through Joe

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HIGH IMPACT VISUAL STORYTELLING ON A LOW BUDGET

Momentum executed a campaign to help Oracle get the attention of senior stakeholders in its Barclays customer account. This explored the theme of 'Customer Experience for Generation Y' with a video – shown through the eyes of Joe, a 19 year-old cartoon character.

Joe made a big impact with a small budget. He broke away from predictable IT communications and told the story in a simple, everyday way. He used wit to ask the difficult questions and helped us surprise and delight Barclays - overturning any preconceptions about Oracle as a 'database supplier.'

Joe also helped the campaign work harder by:

- Forming the centrepiece of an outbound email campaign to 200+ contacts.
- Becoming part of Oracle's broader sales process at Barclays.
- Playing a role across multiple channels – including a PowerPoint deck, PDF, and printed cartoon flipbook.

Thanks to Joe, Oracle has been able to initiate new conversations with Barclays. This contributes to a longer-term strategy to transform Barclay's expectations and position Oracle's solutions for customer experience (CX).

ORACLE CUSTOMER EXPERIENCE CAMPAIGN FOR BARCLAYS

Client background

For more than three and a half decades, Oracle has been the leader in database software. Through acquisition and innovation investment, this leadership now spans the entire technology stack - from servers and storage, to database and middleware, through applications and into the cloud.

Strategic context

Focused on the needs of high-value customers

Oracle provides solutions and services to over 400,000 global customers. These include a selection of strategic, high-value Key Accounts that receive executive-level sponsorship and a fulltime dedicated Oracle team.

Account-based marketing

A specialist marketing team supports Oracle's Key Accounts with an account-based marketing framework that treats each customer as a 'market of one'. This customises activities across the entire marketing mix – from insights and planning through to proposition development and campaign execution.

The Key Account Marketing team looks for creative ways to engage decision makers over a technology buying cycle that can last many months. These complex cycles require engagement with a range of business and IT stakeholders – and often demand a strategic positioning of Oracle's capabilities.

Customer Experience opportunities for Oracle's Barclays Account

As one of Oracle's Key Accounts, Barclays was identified as having sales growth potential in the area of Customer Experience (CX). This encompasses how the Barclays brand appeals to a younger, Generation Y audience through innovations such as social banking, mobile applications and personalised marketing.

CX is also a key investment area for Oracle, which over recent years has made a series of acquisitions and developed a complete suite of solutions, for example in ecommerce, customer service, social relationship management and marketing automation. This propels a continued evolution from Oracle's legacy as a 'database company' and puts it at the forefront of digital transformation.

About the Barclays-Oracle campaign

Campaign objectives

Oracle asked Momentum to devise an imaginative way to engage Barclays on the subject of customer experience for Generation Y consumers.

The primary aim was to get the attention of senior decision makers and create a 'conversation starter' as part of a longer-term strategy to promote Oracle's CX capabilities. The focus was not to sell a technology product but to kick start a shift in Barclays expectations of Oracle.

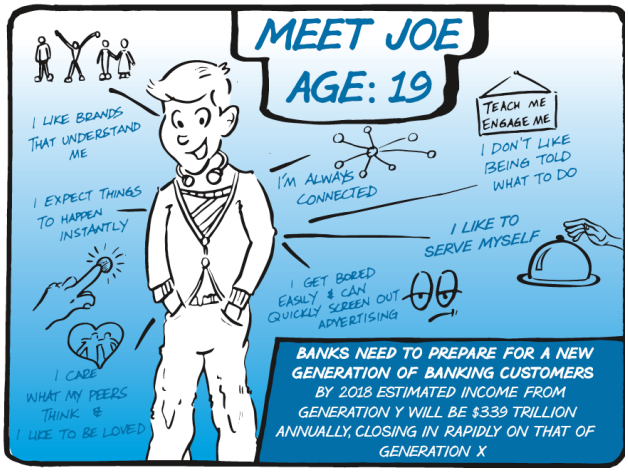
The campaign's objectives were to:

- Inspire the bank with a CX vision for a new generation of consumers.
- Challenge the bank's current thinking and status quo.
- Make Oracle stand out with a fresh approach.
- Develop a creative idea with the potential to go viral across Barclays.
- Create a concept that could be repurposed across multiple channels.
- Identify key decision makers
- Trigger a step change in Oracle's role as a 'database supplier'.

How we approached the campaign

We knew that to stand out with limited budget we'd have to make an immediate impact. So we broke away from traditional B2B communications to create Joe – a 19 year old cartoon character.

As part of the campaign, we undertook an extensive research exercise to understand Barclays objectives for customer experience, initiatives they already had underway and priorities of key decision makers.



Here's Joe – he helped us tell Oracle's story to Barclays.

We used Joe in a video to talk through the needs of Generation Y banking customers and what this means for Barclays. Joe did this in simple terms and with a touch of wit – qualities not usually associated with the IT industry!







Joe helped us show Barclays what next-generation banking could look like.

While Joe created a light-touch, entertaining tone, he also helped us to present more challenging concepts – particularly around the disappointment customers have with their bank.

We used Joe to ask the difficult questions.

Through Joe, Oracle was able to push new boundaries without the constraints of its corporate voice - exploring the 'Gen Y Challenge' in terms of everyday banking processes. This brought a fresh approach compared with many industry communications, abstract whitepapers and infographics.

We also used low-key marketing messages and subtle Oracle branding. The drawings, voice, and music are a long way from traditional business videos and were carefully chosen for a relaxed and fun style.

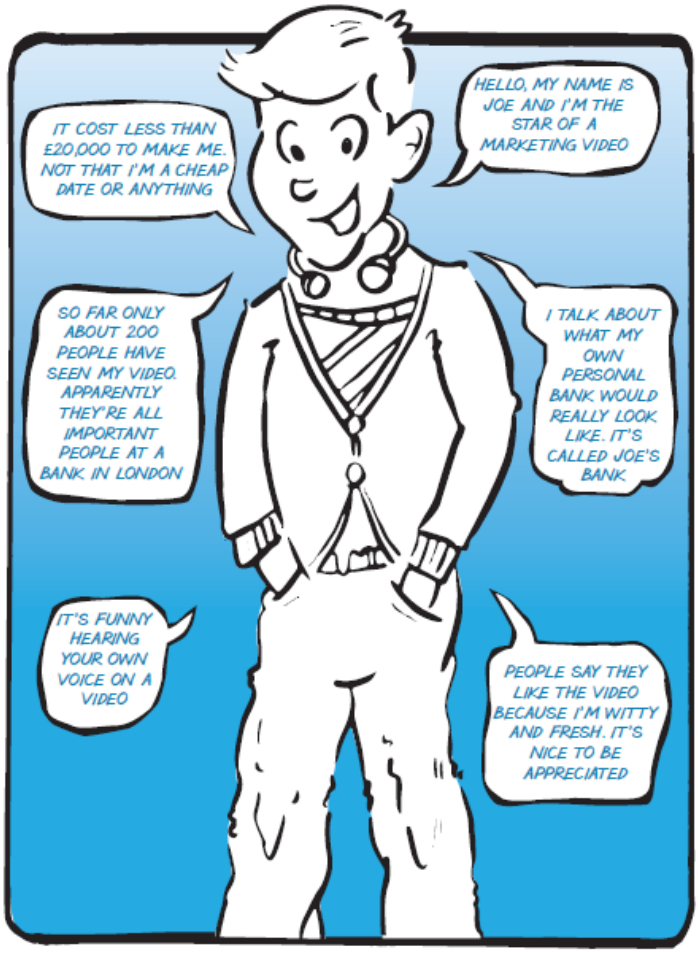
Getting the most out of a small budget

With such a limited budget, making it go the extra mile was essential. As a result, we worked as part of a small, tightly-focussed team and used Joe to:

- Form the centrepiece of an outbound campaign to 200+ contacts.
- Identified specific decision makers and insights into their priorities through research.
- Become part of Oracle's broader sales process at Barclays, helping to promote a customer journey-mapping workshop.
- Play a role across multiple channels – including a PowerPoint deck, PDF, and printed cartoon flipbook.



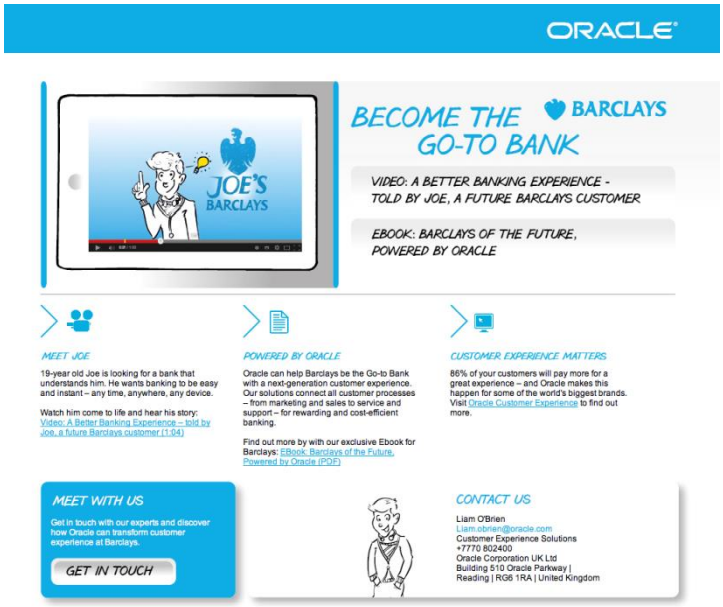
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We used Joe to reach the Barclays audience in a variety of ways.



Target audience

The campaign reached:

- Over 200 individuals across Barclays who own a part of the Customer Experience.
- Senior decision makers at Barclays.
- Non-IT stakeholders across the business.
- Brand new contacts in both UK and US teams.

Media and channels used

- Online – video and landing page
- Email communications
- Print – cartoon flipbook

Campaign timescales

The project started in Nov 2013 and the video was ready by the end of Jan 2014. An campaign launched in March and the follow up is currently underway.

Budget

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

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

List of supporting material

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