FINALIST 2013
B2B AWARDS

the marketing practice

INTERNATIONAL AUDIENCE PROGRAMME

AIMING HIGHER

AGENCY: THE MARKETING PRACTICE
CLIENT: CANON EUROPE

SUMMARY

Canon Europe helps large organisations change the way they manage information to be more efficient and improve customer experience. But many businesses still think they just do printers and cameras.

- Aiming Higher was created to start strategic conversations and create first appointment leads with a CMO/CFO/CIO-level (C-level) audience in large businesses across Europe
- The programme kicked off in the UK, Germany and the Netherlands – it needed to be managed easily and generate strong ROI
- Aiming Higher's approach found the best of both worlds. The programme was managed centrally but everything – from data profiling through creative and messaging to calling – was localised
- The programme successfully exceeded lead targets across the three markets (31 against a target of 19) and demonstrated the cost-effectiveness of a centrally-managed European demand generation programme
- The approach is now being applied across more European markets

"The results from Aiming Higher have been fantastic. It's really demonstrated the value of creating a strong peer-to-peer communication that addresses key business challenges. It's also a testament to the benefits of centrally managing Europe-wide marketing programmes."

Adam Poole, European & UK Marketing Business Strategy Director, Canon Europe

ABOUT THE CLIENT COMPANY

For 55 years Canon Europe has been applying its business technology expertise to a wide variety of industry challenges. Its Enterprise Services arm focuses on providing large organisations with solutions that are tailored to strategy – helping them make operational, marketing and process improvements.

STRATEGY – BROADER BUSINESS ISSUES THE COMPANY IS FACING

SENIOR DECISION-MAKERS THINK CANON EUROPE JUST DOES PRINT

Aiming Higher needed to change this perception and raise awareness and interest in Canon's strategic services offering.

STARTING AT THE TOP – CONVINCING THE LEADERS OF EUROPE'S LARGEST BUSINESSES

Leaders in large organisations in the UK, Netherlands and Germany are inundated with marketing communications.

We needed to cut through the noise and show C-level prospects that a strategic partnership with Canon Europe – instead of a tactical implementation – could help them drive long-term growth.

BRINGING IT ALL TOGETHER

Canon Europe has a strong sales presence in many European markets but marketing had not always been joined up across Europe. This meant that marketing could be improved ROI and communications weren't adequately targeted.

COST-EFFECTIVENESS

Canon Europe wanted to synchronise European marketing, without breaking the bank. That's why Aiming Higher needed to be simple to manage and cost-effective.

OBJECTIVES OF THE CAMPAIGN

HIGH VALUE LEADS

The programme needed to deliver:

From 193 European accounts

Deliver 19 leads from C-level contacts

UK: 10
Germany: 5
Netherlands: 4

BUILD SENIOR RELATIONSHIPS

The programme needed to escalate the conversation between Canon Europe and prospects to a strategic level and position Canon Europe as a trusted partner to European organisations.

DEMONSTRATE THE ROI OF A CENTRAL APPROACH TO EUROPEAN MARKETING

Canon Europe's goal was to roll out the Aiming Higher programme across more countries after starting in the UK, Netherlands and Germany. The approach needed to cut through with a C-level audience and demonstrate the benefits of a centrally managed, multi-country approach.

THE TARGET AUDIENCE

C-LEVEL CONTACTS

The programme targeted those who have strategic oversight in large organisations across the UK, Germany and the Netherlands – CMOs, CFOs and CIOs. We also targeted transformation, innovation and strategy contacts.

A CROSS-CULTURAL AUDIENCE

There are often a myriad of cultural idiosyncrasies to consider when marketing across borders. We chose to talk to targets about defining their strategic vision. We were confident that no matter what country our target resided in, this topic would be relevant. By focusing our message on their specific business, we could be confident it would be relevant.


Canon
Where will your vision take you?


Where will your vision take you?


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Where will your vision take you?
Canon



MEDIA, CHANNELS OR TECHNIQUES USED

CENTRALLY MANAGED, LOCALLY TARGETED

From data profiling through creative and translation all the way to in-market, in-language telemarketing – Aiming Higher was entirely localised. But the approach was managed centrally, which brought down the costs.

1. DEFINE SUCCESS AND ENGAGE EARLY

Every in-market sales team had a different idea of what success looks like. That's why we ensured their needs were catered for and they were bought into the approach from the get-go.

2. PLAN THOROUGHLY

Data experts ensured the right targets were included in the programme – based on relevance and propensity to buy. Comprehensive messaging matrixes were created to ensure that each of the target audience's strategic objectives were matched by Canon Europe benefit proof points.

3. FIND THE RIGHT APPROACH AND ROLL OUT ACROSS MARKETS

Annual reports are a universal yardstick of a company's performance and strategic objectives. We decided to send extracts of their annual report, marked up with Canon Europe proof points. This simple approach ensured that the programme stayed relevant and engaging across borders.

4. THE LOCAL TOUCH

The messaging was created centrally, but then we transliterated all communications. This ensured that the core messaging never got diluted, and German and Dutch targets would still be able to read a communication that felt local and personal.

5. CALLING IN LANGUAGE

Individual teams of German, Dutch and British Inside Sales callers generated the demand. They were all native speakers and native salespeople. Recipients appreciated this, which made it easier to start strategic conversations and secure meetings.

6. REPORT IN DETAIL

The programme's success depended on the high-value leads being followed up properly. That's why we diligently reported on a weekly basis to Canon centrally, as well as in-market sales teams. This kept them up to speed and ready to turn the leads into revenue.

RESULTS

FROM 193 TARGET ACCOUNTS WE EXCEEDED OUR TARGET AND DELIVERED:

31 leads (target: 19)

UK: 19 leads (target 10)
Germany: 6 leads (target 5)
Netherlands: 6 leads (target 4)

67 opportunities to nurture (target: 41)

As early as the first month of the typical 18 month sales cycle, a single deal has already covered the cost of the programme.

The programme has a predicted return of 49x the investment.

ESCALATING THE CONVERSATION

Canon Europe is now having many more strategic conversations, for example:

- A large German car manufacturer is now speaking to Canon Europe about how they can streamline their contract renewals process
- A large Europe-wide telecommunications organisation is now speaking to Canon Europe about shortening customer onboarding and improving customer experience.

MOVING FORWARD

The programme has proved its effectiveness. Canon Europe is confident that a centrally managed, locally targeted approach not only can deliver the leads, but is also cost-effective and easy to manage. Canon Europe is now in the process of rolling it out in more European countries.

CLIENT TESTIMONIALS

"The results from Aiming Higher have been fantastic. It's really demonstrated the value of creating a strong peer-to-peer communication that addresses key business challenges and backing that up with a clear plan to get the message in front of them. It's also a testament to the potential benefits of centrally managing Europe-wide marketing programmes."

Adam Poole, European & UK Marketing Business Strategy Director, Canon Europe

"I've just left a meeting with a prospect and he absolutely loved the approach, he called it the best marketing he's ever seen. He's so impressed that he actually wants to use the approach himself.

I personally have received feedback of this type regarding the programme on more than one occasion. Overall, I am very pleased it's helping Canon generate interest with the target audience and is really standing out with the C-level prospects we are looking to engage with."

Tola Omotayo, UK Practice Lead Sales Manager, Canon Europe