mea★
MARKETING EXCELLENCE
2021 AWARDS

21

![mea★ MARKETING EXCELLENCE 2021 AWARDS]

AWARD WINNERS 2021

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A MESSAGE FROM
PRESIDENT

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Dave Munn

ITSMA has honored the best performance in marketing B2B services and solutions with our coveted Marketing Excellence Awards since 1998.

All too often in B2B marketing we barely finish one thing when we're rushing off to the next. We rarely take the time to appreciate what we've accomplished, no matter how significant.

ITSMA's Marketing Excellence Awards (MEA) program focuses exclusively on B2B marketing for services and solutions. It is based on a comprehensive, strategic approach to marketing, recognizing that business success requires marketers to move far beyond communications alone.

Beyond the gloss and glitz, our annual awards honor the pursuit of excellence in the four most critical aspects of success: strategy and planning, innovation, execution, and business results.

Dave Munn

DAVID C. MUNN
President, ITSMA, a Momentum Group Company

OPTUM
C-SUITE PERSONA THOUGHT LEADERSHIP PROGRAM

Team: Leslie Cozatt (Leader), Ashley O'Brian, Leslie Mongillo, and Sydney Rottman

PROJECT SUMMARY

Over the past few years, health organizations have been working to modernize their organizations. They have had to respond to market consolidation, shifting demographics and alternative financial models. Last year, COVID-19 amplified existing performance gaps and inspired leaders to accelerate their change initiatives. Optum wants to partner with these transformative organizations and demonstrate they can help health leaders face both market disruption and the intense demand for rapid internal reorganization. To achieve this objective and to connect with key decision makers in health organizations, they developed a C-Suite Persona Thought Leadership Program.

Optum launched the program in 2018, with the CFO "Reality Check" campaign, targeted specifically to CFOs in the health system and offering practical insights, analysis, and perspectives for understanding trends to meet the bottom line and enable transformation. On the heels of that campaign's success, Optum expanded the program to include two additional audiences: CEOs with "Forward Edge" and Chief Medical Officers (CMOs) with "Vital Views." These programs build trust by engaging leaders on crucial business topics for their respective areas, and by sharing insight on cross-industry dynamics and in a manner that aligns with their role and function. Optum also created "C-Suite Insights" to create a circle of influence across the health care C-Suite.

Prior to embarking on the project, Optum conducted qualitative and quantitative persona research, which confirmed that CEOs embody their organization, drive transformation, and are forward-looking. CFOs, of course, are driven by numbers, trends, measurements, and comparisons. CMOs bridge the business and clinical worlds, caring deeply for clinicians and working tirelessly to improve patient care.

The team's guiding principle was to create an experience that was uniquely built for each role with a content strategy and creative guidelines for each of the three personae. Optum developed a coordinated, integrated, and multi-channel approach using email, social media, paid search, and third-party promotions to deliver white papers, eBooks, tools, articles, videos, events, webinars, and round tables. This strategy engaged existing contacts, reached contacts in the channels they prefer, and found net new contacts. During the program's expansion, COVID-19 brought the world to a halt. The health industry was perhaps most directly affected by the pandemic, which amplified and accelerated existing challenges. All health executives faced broad and dramatic market disruption as well as intense demand for rapid internal reorganization.

Optum pivoted quickly, pulling a select team of their own consultants to focus on developing insight about the impact COVID-19 was having on the industry. From this insight, Optum created a point of view on the forces that would define the industry during and after the pandemic. The team developed a core asset called **Health Care Beyond Crisis: Eight Forces That Will Define the Future** and another asset, **Economic Aftershock: How economic uncertainty and emerging risk are shaping health care.** These assets were so
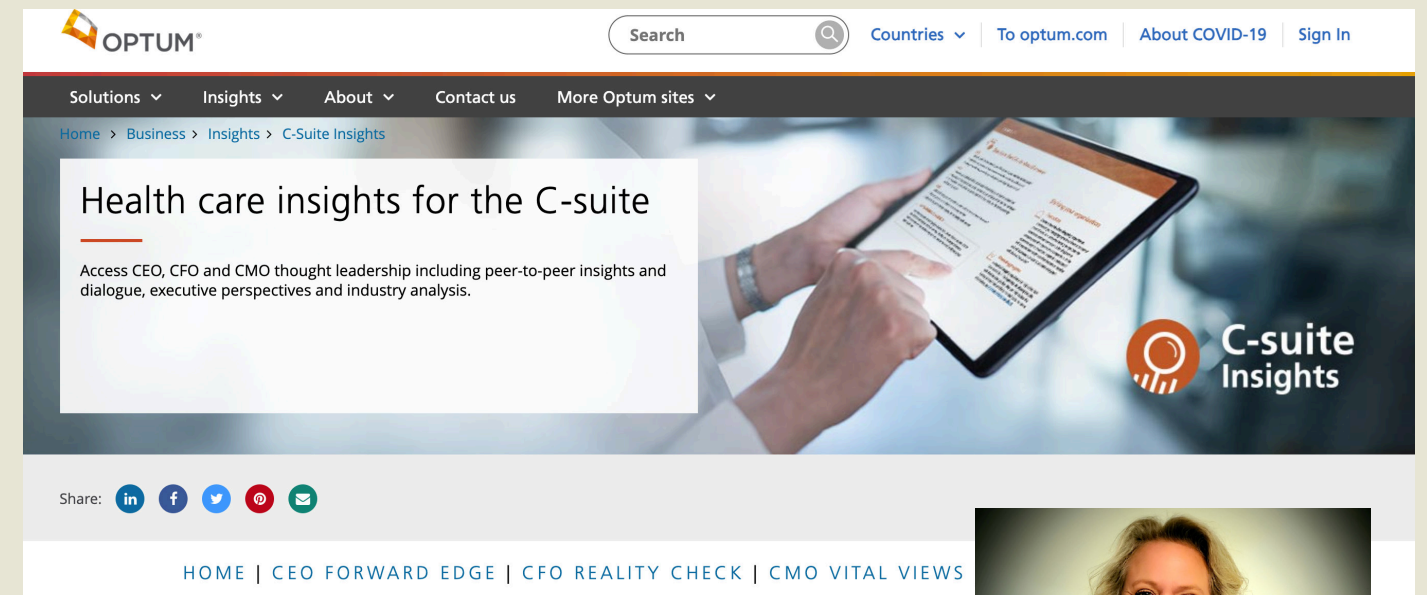
well received that each month thereafter, Optum created content for each C-suite persona role related to these forces of change in a new "Navigating Forward" series.

Other assets and components of the program include:

- **C-Suite Margin Growth eBook Series** to help leaders consider margins in the broader context of eco-system maturity.

- **Telehealth Series**, which launched within two weeks of quarantine to hit the market as the health system needed to fast track telehealth models

- **New England Journal of Medicine (NEJM) Catalyst Partnership.** Optum published bi-monthly viewpoints and thought leadership articles through *NEJM Innovations in Care Delivery* and partnered with NEJM on quarterly events.

- **Media and Research Partner Content**, delivering research, reports, and webinars via strategic content partnerships.

- **C-suite. Connected. Conversations in Health Care**, webinars, roundtables, summits, workshops, podcasts, and video to enable peer-to-peer interaction.

Optum's persona-driven approach to C-Suite communications has been very effective, primarily because the content and its delivery truly aligns with the needs, pressures, and tensions of each role.

Statistically, the **C-Suite Persona Thought Leadership Program** is one of the most, if not the most successful engagement programs to date at Optum.

> **Optum has consistently surpassed its business goals by a huge margin in every category.**

For example, the team delivered 41 assets to the market in 2020, which earned over 53,000 engagements and 7,635 net-newly engaged C-level executives. The subscription rate grew by 84% YoY and connected with 72% of strategic accounts and 16 of Optum's 19 optimal client accounts. In addition, the program has influenced over $3 Billion in Total Booked Revenue in 2021 alone, a number that increases daily.

Photo:

Leslie Cozatt, Head of B2B Corporate Marketing, C-Suite Persona Program & Data & Emerging Technology Program, Optum
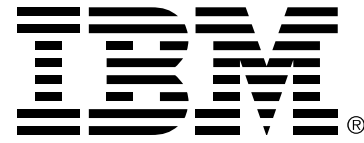
IBM
DRIVING CRITICAL ORGANIC DIFFERENTIATION WITH ABM AND THOUGHT LEADERSHIP

PROJECT SUMMARY

When IBM acquired Red Hat, it made the largest software industry acquisition ever, as well as a big bet that open source software is the future of business IT.

IBM client teams wanted thought leadership and messaging that could position IBM's Cloud with more competitive differentiation to shift misperceptions and show the advantage to individual developers of IBM's more open public cloud. All clouds are built with largely the same underlying open source components, which many IT decision makers still didn't realize. In addition, many clients still behaved as they might have in the pre-cloud era, dedicated to one or a few vendors and seeking license volume discounts. Decision makers needed more detail on open source, hybrid cloud and how it should change their thinking on developer hiring and cloud selection for the best compatibility as we move toward 5G.

Knowing that developers influence the majority of IT buying decisions and implementations, the team surveyed and communicated with developers and their hiring managers with a thought leadership campaign that had three objectives:

1. Refute the misperception that a single dominant cloud would lead to easier hiring and retention of top developer talent.

2. Gain developer and media attention to promote the new narrative as well as continued dedication to IBM's long open source heritage.

3. Drive interest and downloads to create leads and trackable value.

While IBM has decades of experience in both open source computing and thought leadership development, this approach was unique as it combined both. It was the first time IBM had done research with developers and hiring managers focused on open source, which is typically not considered an area of high profitability. However, it was of absolutely critical strategic importance.

Experience from the financial crisis in 2009 hinted that there would be a renewed interest in training and guidance on how developers could increase their employability and their market value. This would increase interest in training, and new opportunities, due to the pandemic crisis and growth in digital transformation. The IBM team worked with O'Reilly Publishing, which owns one of the most important developer conferences (OSCON) and has deep and wide reach into the developer community, to create its thought leadership approach.

The global survey of over 3,000 suggested that developers would be better off building skills around the open source technologies that underpin a vendor's cloud rather than focusing on skills related to a specific vendor or API.

After the survey results were analyzed, the team orchestrated a cross-functional sales enablement effort and PR push to launch *The Value of Open Source in the Cloud Era* report in North America, with coordinated activities across
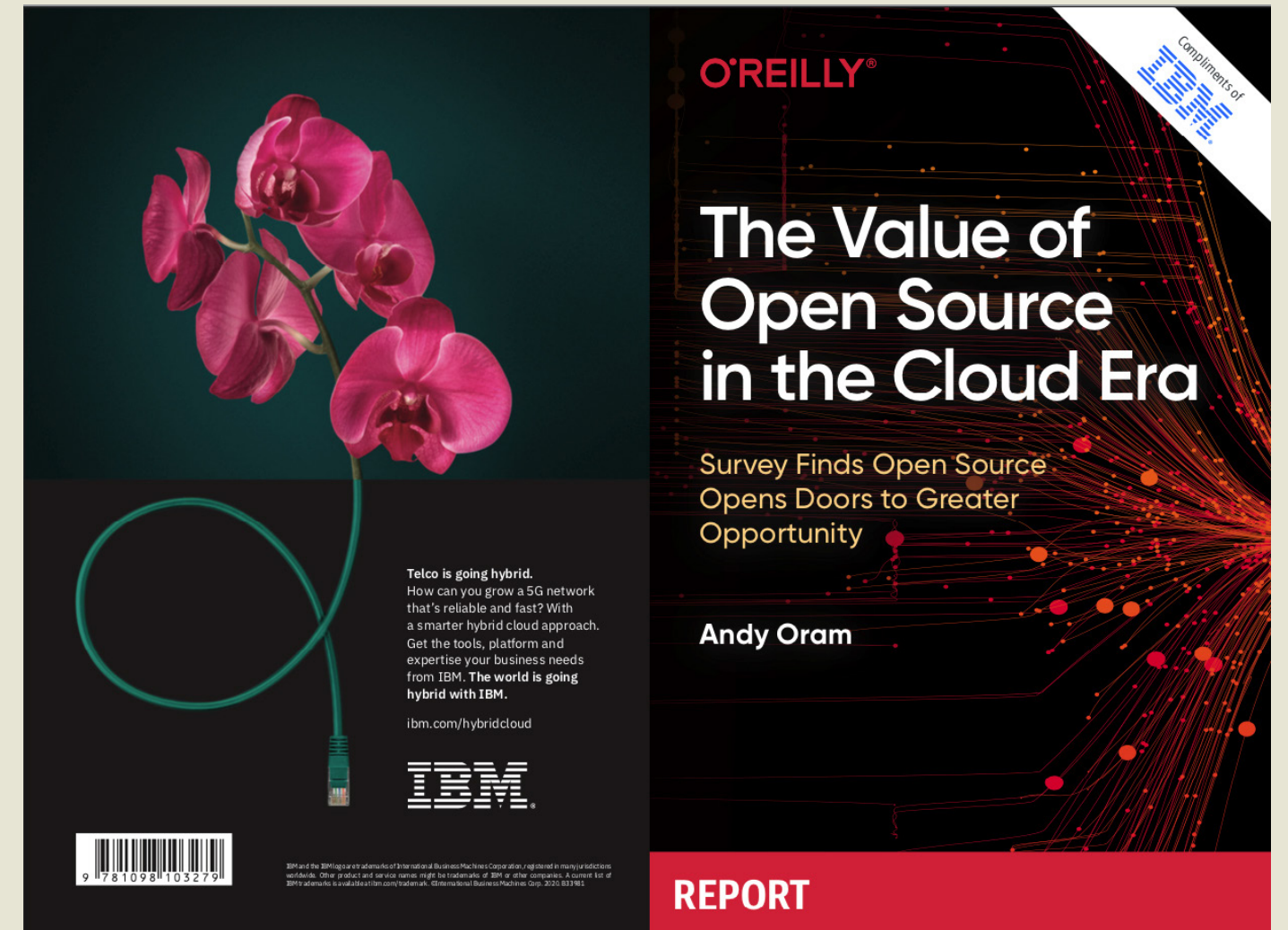
PR, Corporate Advertising, and digital, social, field, and event marketing. Each team had 30-day, 60-day, and 90-day milestones and requirements.

The full report in the O'Reilly newsletter received 3.5% of unique clicks from its 327,000 subscribers. The O'Reilly impression count was over 11,447 and over 1,000 unique impressions on LinkedIn alone. In addition, the IBM press push produced 900,000 impressions initially, which continues to grow. The report received hundreds of downloads in the week of launch with IBM's social and news push.

Though the marketing plan for *"The Value of Open Source in the Cloud Era"* thought leadership was only semi-deployed by June 2021, the impact of 1 million impressions and hundreds of shares and downloads is impressive. With the linkage to both DevNexus and Developer Week, 31 deal opportunities related to these marketing activities are worth millions in validated pipeline. It's worth noting that the initial investment for the research and the report was less than $100,000.

Due to the success of the North American launch, the report has now been translated into Spanish and Portuguese for Brazil and launched in Q3 2021.

SALESFORCE
BETTER TOGETHER

A Case Study in Collaboration and Innovation

Team: Christy Poulos, Senior Director of Marketing, Salesforce Marketing Cloud
Kevin Baldacci, Director of Marketing, Salesforce Marketing Cloud
Rachel Meyers, Director of Marketing, Salesforce Marketing Cloud

PROJECT SUMMARY

In a year where businesses worldwide struggled with the new reality of work, Salesforce Marketing Cloud had one of its strongest years ever. Part of that success was due to Cloud2Core, a program developed and run out of a small team in Marketing Cloud's Product Marketing organization.

Marketing and Sales were faced with a number of challenges in early 2020, including an internal realignment of the sales organization, an enhanced focus on selling cloud solutions, a complicated Sales Play Book, and a global pandemic that turned business on its head and forced salespeople to adapt to connecting with customers virtually.

The team set three primary goals and got right down to business:

1. **Simplify the Sales Play Book.** To simplify the Sales Play Book, the team sat with all users – Account Executives (AEs), Sales Operations, Sales Enablement, and Product Teams – to understand how they historically used the Play Book and to hear suggestions on how to make it a more effective tool going forward.

2. **Align leaders to one cohesive strategy.** Similarly, the team spent time with each leader individually to understand where they saw the biggest opportunities and threats, as well as commonalities and differences across the Operating Units (OUs). Then, the team presented what they heard to the group, including data from Sales Cloud to show what the future opportunities could be for an aligned organization.

3. **Align Core Account Executives with the Marketing Cloud opportunity.** To ensure Sales could understand the value of Marketing Cloud in their accounts and align to their new Marketing Cloud sales partners, the team took a dual-pronged approach, working with leaders and peers. Seeing the opportunity of Marketing Cloud, leaders quickly got on board with running the program in each of their OUs and socialized the program with their teams. Then Marketing Cloud AEs reached out to their peers with specific accounts to target, POVs to help start the conversation in each account, and offers to help drive the opportunities.

To enable sellers, the team created the Placemat, which aggregates data from multiple sources both inside and outside of Sales Cloud. The Placemat serves up the top 15,000 opportunities across OUs and is accessible by anyone in Salesforce via the Analytics tool. Using an easy-to-navigate front end, users can sort the data by AE, industry, leadership structure, and more, to identify opportunities.

The team also ran a fully integrated internal-to-external campaign—the first of its kind for Salesforce—which leveraged interactive email and gamification to highlight the innovations of Marketing Cloud. As the program evolved, Salesforce's campaigns and demand generation teams added customer-facing marketing that aligned with the play themes. The team served up targeted ads to each targeted account with key messages aligned to their highest-propensity-to-buy products.

Beyond the technology, one of the most impactful innovations of Cloud2Core was collaboration across teams that had historically worked in silos. The program achieved executive-level support across the distribution organization, high AE engagement, product leadership support, and integrated campaign support.

The ROI on the Cloud2Core program was outstanding. The non-personnel cost of the program was just $75,000, yet the program specifically influenced more than $280 million in pipe and $93 million in revenue for Marketing Cloud in the second half of FY21. More than half (55%) of the accounts targeted saw engagement directly tied to the strategic plays. Engagement rates on the internal campaigns were strong as well, with an average open rate of 75% across the program and an average 7% engagement/click-through rate. What's more, feedback from 154 Account Executive showed 100% positive feedback rating on the program execution.

The team has replicated Cloud2Core at a global level in FY22 with an updated set of plays across all verticals and expects to see increased participation and revenue growth as a result.

The success of the program can be attributed to the efforts of a small team with a unique set of skills and experiences, with the trust and support of a few key leaders.

IBM

IBM
VIRTUAL SALES SUMMIT 2020

An immersive enablement experience impacting 5000 sellers globally

PROJECT SUMMARY

When the COVID-19 pandemic led to a sudden shut down of global business in early 2020 and the corporate world shifted immediately to a virtual model of engagement, the IBM Global Technology Services (GTS) Infrastructure Services (IS) team responded quickly. They reimagined what had been planned as a face-to-face sales training session into a four-week virtual experience.

Through the Virtual Sales Summit, the team was able to engage more than 5,000 sellers in their new virtual and remote work environment. The team shared content and tools to equip sellers with IBM's cloud narrative and gave them the tools and information they needed to engage with clients through this new world of consultative selling, virtual selling, and social selling.

The program spanned 15-hours of self-guided digital training and was designed using the analogy of scaling a summit. The sales enablement team created more than 70 tracks tailored to various roles, and the content was available in five different languages.

Sellers were grouped into teams on an expedition, where all team members helped each other reach the top, via learn and practice activities. First, before they even got to basecamp to embark on their journey, sellers had to "acclimatize," by completing pre-work. Then, the ascent to the summit was mapped across five camps, each of which had a unique set of interactive trainings, such as client deal coaching, leadership messages, whiteboarding sessions, interactive role plays, and more. Sellers had to move through each camp and complete an assessment before reaching the summit.

There were three key elements for the successful execution of the Virtual Sales Summit, each with their own scope and deliverables: content, cross-collaboration and engagement, and technology innovation.

1. Content and innovative content delivery methods drove the success of the Virtual Sales Summit. The training leveraged light-boarding, whiteboarding, simulations, videos, role play and expert panel discussions to engage sellers. A highlight was a guided facilitation by Steve Smith, an ex-IBMer and a NASA astronaut. Sellers also received real-time assessments and feedback from first line managers through tools such as Allego, a learning platform. To get an external perspective, the team engaged clients from different geographies to present what they expect from IBM sellers and how IBM client-facing teams can prepare to address client concerns on their transformation with cloud. In addition, the entire experience was gamified, with more than 30 activity-based games on topics such as client engagement tools, profile enhancement on LinkedIn, submitting deal pitch videos, and quizzes. Sellers earned points that they could use to purchase merchandise or buy experiences.

2. The sales enablement team set out to synchronize cross-functional teams across four time zones. They established a management system with regular checkpoints, communication plans, geography briefings, and leadership updates to ensure the learning experience for sellers was seamless. They also leveraged collaboration tools like Box and Slack to share content with all the teams and gamification brought an element of competition and enhanced the content consumption.

3. To effectively enable the sales team on IBM's cloud capabilities and deal activation a user-friendly platform was created using IBM Comprehend, a learning platform to develop and host content. The content could be accessed anytime anywhere on demand by the participants.

The Virtual Sales Summit accelerated outcomes in digital selling, while promoting a healthy and inclusive culture through strong team bonding across geographies. The program approach is now recognized as a best practice at IBM and other business units continue to use it for their enablement efforts.

IBM GTS Infrastructure Services

Virtual Sales Summit 2020

An immersive enablement experience impacting 5000 sellers globally

In addition, the Virtual Sales Summit resulted in:

- 5000+ sellers enabled on IBM's Cloud service capabilities and deal activation expertise
- 37% higher engagement on internal content management system
- 13% increase in seller confidence to position IBM cloud services capabilities
- 3,709 unique opportunities submitted, worth ~$31 billion, by applying learnings from the summit curriculum

CISCO SYSTEMS, INC.
CISCO IGNITES GROWTH AND CUSTOMER SUCCESS TOGETHER WITH PARTNERS DURING 'YEAR OF SCALE'

CISCO

PROJECT SUMMARY

When Cisco first embarked on its digital transformation journey, reshaping its business model for the services economy and aligning every aspect of the organization with customer experience, it knew it could not make the journey alone. With more than 90% of revenues flowing through its channel partners, Cisco's ability to deliver exceptional value and premium customer experiences required that partners also reimagine their own businesses around two key priorities: digital and the customer.

Leveraging its digital strength and partner focus, Cisco's Digital Experience (DX) team launched the "Year of Scale" initiative in 2020 to:

- Provide partners with new digital programs and automation capabilities to deliver one, guided customer experience across all Cisco products, partners, and motions, and

- Drive customer success and recurring revenue growth together with partners.

The DX team helped partners realign their businesses around digital and the customer by providing the digital journeys, a technology platform, and the data (telemetry and customer health) and insights (recommended actions) needed to progress customers through each phase of the lifecycle (onboarding, adoption, renewal, expansion) toward value realization.

Under the initiative, DX progressed partners through the following four stages of digital enablement to unify customer experience, scale customer success, and grow revenue:

1. **Digital Journeys:** To minimize the barriers of cost, expertise, and technology that prevent partners from going digital, Cisco created a methodology for designing and delivering comprehensive, connected customer journeys—all mapped to defined digital touchpoints across the entire product and service lifecycle. This engagement strategy was built to drive adoption, nurture the customer relationship over time, and ensure ongoing renewals by accelerating customers' success and profitable growth.

2. **Lifecycle Advantage:** Lifecycle Advantage began as an extension of Cisco's digital customer journeys and the foundation of its digital engagement program for partners. Once enrolled in Lifecycle Advantage, partners can orchestrate the customer experience through key lifecycle milestones using automated, digital notifications to progress product or service adoption or remind customers when it's time to renew. They can view opportunities, enrich data by adding custom contact information, view/price quotes, and digitally orchestrate the entire customer experience.

3. **Commerce Automation:** Last year's addition of Commerce Automation gave partners access to online transactional capabilities, where Cisco would automatically generate partner-branded quotes with partner-specific pricing and deliver it to the customer

on behalf of the partner. The process is a fully integrated delivery mechanism to send quotes to customers that are then fulfilled on the partner side when accepted by the customer. Additionally, Commerce Automation is equipped with the ability to set pricing preferences at the individual customer level, with options in 16 local languages and 25 local currencies.

4. **Success Program Insights:** Success Programs are a targeted adoption motion around Cisco solutions to ensure eligible customers realize the value of their investment with Cisco. Digital engagement is the foundation of the programmatic approach, which translates lifecycle insights into recommended actions to prioritize at-risk customers, allowing partners to drive targeted actions and, when needed, overcome adoption barriers, address customer risk, and assist customer progress through the lifecycle journey.

As proof of the "Year of Scale's" impact, Cisco's partner-focused Lifecycle Advantage digital engagement program delivered unprecedented scale and growth to partners. It doubled the number of partners enrolled to more than 6,000 worldwide and closed in on a goal of $1 billion in digital bookings in fiscal year 2021. The initiative also increased customer stickiness and loyalty, with customers on digital journeys having higher renewal rates while adopting products at a rate of two to two-and-a-half times faster than customers not on journeys. "Year of Scale" also helped reduce the time and friction associated with service renewals for both partners and customers, enabling Cisco to growing recurring revenue together with its partners.

Infosys

INFOSYS
HYPERSCALE ABM

Delivering Unified Strategy, Cognition, Amplification, Learning and Engagement to influence sales pipeline of $7.5 billion

PROJECT SUMMARY

By 2019, Infosys had already established a mature ABM practice that included 24 large accounts. With a well-defined framework measuring ABM impact across Revenue, Reputation, and Relationship, marketing leadership saw an opportunity for ABM to transcend marketing and truly influence the larger business model.

In 2020, Infosys business leaders identified three big bets to drive long-term growth: large deal wins, digital revenues, and localization. To influence all three, Infosys decided to transform its marketing execution engine and hyperscale ABM in an ABM Centre of Excellence (CoE). The CoE drives fundamental shifts in marketing's ability to influence bigger outcomes by moving from marketing initiatives to business ownership, from pursuing opportunities to making them, from personalized ABM to mass-personalization, and from siloed delivery to full-lifecycle agility.

Marketing implemented hyper**scale** ABM (**S**trategy, **C**ognition, **A**mplification, **L**earning and **E**ngagement) to drive truly outcome-oriented execution across five pillars:

1. **Account Strategy: Deal visioning and messaging.** The team started with streamlining benchmarking and indexing programs, then renewed focus on database strength for the ABM accounts, as this is critical in improving the engagement breadth. They expanded account-specific coverage to an average of 500 contacts per account, with 10% CXO contacts, then went deeper by mapping contacts to business priorities.
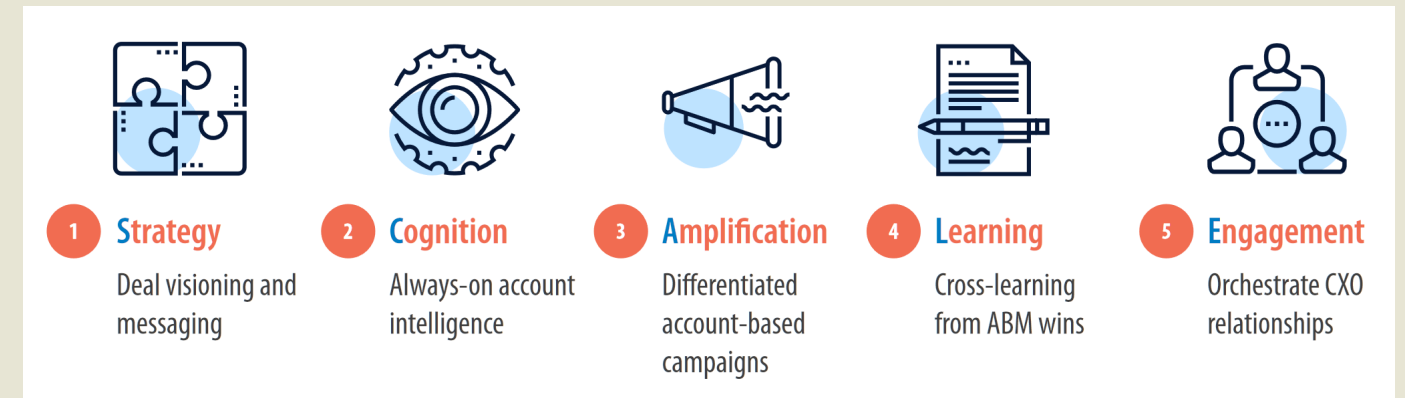
This armed sales with the insights they need when meeting with top executives.

2. **Opportunity Cognition: Always-on account intelligence.** Within the ABM CoE, a team was formed to assist account teams with social intelligence and web analytics. Reports covering company and business related news, owned mentions, and analysis on acquisition, intent, and consumption were provided to sales and client-facing groups, and helped Infosys move to a more predictive and proactive opportunity readiness model.

3. **Marketing Amplification: Differentiated account-based campaigns.** Digital campaigns helped trigger engagement with clients. These surround campaigns coordinated by the CoE delivered focused awareness for the brand by pinpointing communication efforts around client locations offline as well as online. The team generated 4,600+ leads from these campaigns across 22 key ABM accounts and expanded the reach with the ABM Lite approach to 59 ABM accounts.

4. **ABM Learning: Cross-learning from ABM wins.** Infosys created an ABM academy within the CoE to arm ABMers with the skills to deliver business-value focused thinking and execution. Skills taught include deal visioning, value proposition creation, continuous engagement, rapid prototyping, and cross-channel campaign execution. Training is captured in digital

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INFOSYS

1 Strategy	**2** Cognition	**3** Amplification	**4** Learning	**5** Engagement
Deal visioning and messaging	Always-on account intelligence	Differentiated account-based campaigns	Cross-learning from ABM wins	Orchestrate CXO relationships

formats and curated on a centralized portal, and learnings are also disseminated peer-to-peer, with ABM practitioner pairings in the CoE.

5. **CXO Engagement: Orchestrating CXO relationships.** One big change in the ABM approach was shifting client engagement focus from within the account to outside it. With remote working, clients sought perspectives beyond their organization so Infosys enabled senior client profiles from ABM accounts to interact with other CXOs in a peer-to-peer setting, both intra- and inter-industry.

The ABM program at Infosys stands as one the drivers of the company's success and the shift in approach has delivered outcomes across the **Infosys ABM Index 3R (Revenue, Reputation, Relationship) Framework** for measuring ABM success. Hyperscale ABM influenced a sales pipeline of $7.5 billion at ABM accounts. Furthermore, it increased unaided recall among ABM accounts 10% higher than the Infosys average, and customer experience scores in ABM accounts were 12.2 points higher as well.

The approach has completely transformed what marketing can do and the ABM CoE has elevated the marketing team to a higher standing and positioned marketing to be a strategic growth driver for Infosys.

7

Here are seven outcomes of hyperscale ABM that matter most:

- Delivered on the company's immediate big bets and changed perceptions at the highest levels.

- Piloted business model innovations by creating platforms such as client advisory boards and virtual co-creation spaces.

- Identified opportunities in a new cognitive manner driven by humanizing client needs and traits.

- Achieved meaningful mass-personalization by industrializing ABM tactics.

- Contextualized the Infosys brand and brought it to life for each account, deepening relationships.

- Showcased the true potential of what can be achieved with ABM.

- Demonstrated the acceleration of an ABM-first normal that will be the future of marketing at Infosys, and the B2B marketing world at large.

TCS

tcs TATA
CONSULTANCY
SERVICES

TATA CONSULTANCY SERVICES
ABM++

One-to-Many Campaign targeted to all ABM accounts

PROJECT SUMMARY

Tata Consultancy Services (TCS) initiated the ABM++ program to drive marketing enabled sales. Seeking to bring about a fundamental change in the organizational culture by transforming marketing from a support unit to a revenue generating unit, the initiative was rolled out in May 2020.

The initiative was piloted for 30 Growth Accounts of TCS. In-depth analysis of these 30 Accounts showed challenges such as a stagnating CRM Pipeline, engagement levels limited to the CIO organization, sales messaging not aligned with TCS positioning, inadequate presence on digital platforms, and large deals in the pipeline requiring focused support. Further analysis revealed that the sales teams were often operating in silos and were coordinating only with local marketing units. There was no institutional mechanism to integrate sales with the marketing organization on an ongoing basis to get full visibility of developments in TCS. There was no uniform and consistent strategy to communicate the TCS value proposition, latest offerings, and solutions to customers.

Adding to this environment, the pandemic hit and sales teams lost the opportunity to be in front of the customer and hence the ease of doing business when scouting for new opportunities. TCS was aggressively working on **launching the new brand positioning** and it was important for marketing to make sure that consistent and cohesive messaging goes to customers.

All these factors triggered the team to reimagine the ABM program as more programmatic, scalable, and tightly integrated with the business.

ABM++ was initiated to create a scalable strategy for marketing to enable sales growth and take advantage of the high ROI on marketing investments. With the TCS CMO as its executive sponsor, ABM++ was envisioned as a strategic initiative aimed at marshalling all the available digital channels and tools to boost sales in customer accounts identified by CEO and Sales leadership. It seeks to provide aircover to ground forces with personalized interventions at every step of the sales cycle.

There were three primary success factors of the program:

- **Collaboration with Sales:** The crux of the initiative is strong partnership with business group heads, client partners, and marketing. ABM++ cements this partnership by embedding marketing in each critical phase of the sales cycle and thereby becoming an integral part of a core go-to-market strategy across the business to deliver client-centric, profitable growth. A strong governance structure has been put in place with regular reviews by the ABM++ marketing team and a quarterly review by CMO. These interactions are used to jointly create account strategies, to determine CRM goals, to decide on offerings to be pushed and stakeholders to be pursued, and to monitor execution of the plans and the alignment of messaging with strategic positioning.

- **Technology Led:** The initiative relies on extensive use of technology in gathering customer insights, understanding customer buying patterns, deploying digital campaigns, and measuring results. The team shares analytical reports with business group heads
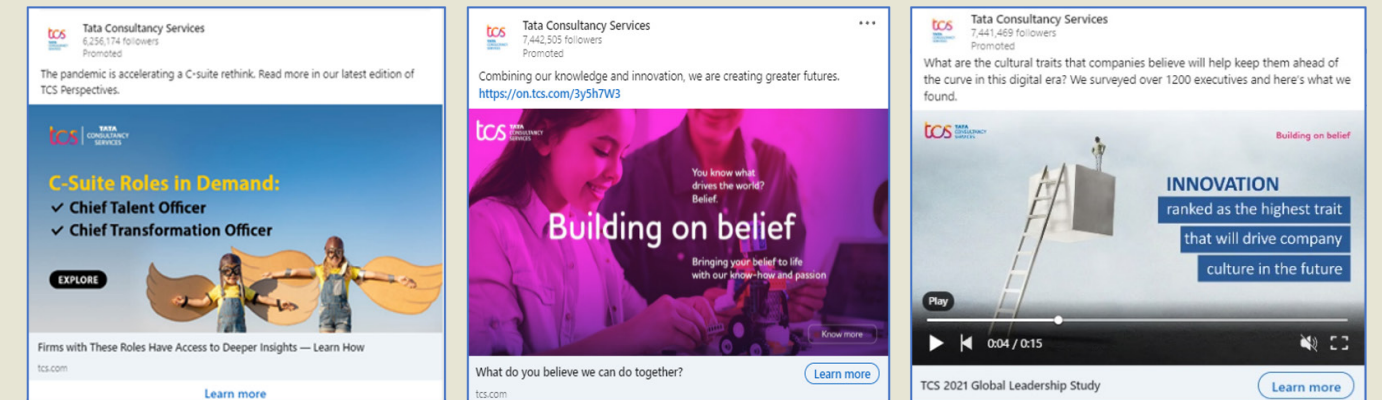
and client partners weekly through automated research alerts. The ability to leverage technology helped the team launch ABM++ at the height of the pandemic and its seamless rollout thereafter.

- **Data-driven:** What really sets this initiative apart from peers or even with what was being done earlier in TCS is the ability to monitor and measure marketing efforts through a centralized, automated dashboard, the Account Engagement Dashboard. Also known as the CMO dashboard, the dashboard sits on a marketing knowledge hub and collates signals across all digital channels. The dashboard is used to track, measure and report the performance of the marketing initiatives and it provides feedback to evaluate existing initiatives and plan new ones. It is a true differentiator and addresses the critical issue of measuring marketing performance effectiveness.

ABM++ was rolled out for 30 potential growth accounts and has shown impressive results within a year of its deployment. The quantitative results are:

- **Total Leads Generated:** ~300 (3x of target); 50 % of the leads are VP, CXOs, and heads of functions

- **Total Awareness:** ~3.7 million

- **Total Engagement:** ~25,000 (3x of target)

- **New CRM Pipeline** with Lead Source as Marketing: $203 million (2x of target)

- **Total customer meetings** set up: 452

- **Total number of leads saved** through all active Sales Navigator licenses: 3,026 (+20% of benchmark)

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Most importantly, TCS Share of Voice vis-à-vis competition for the 30 Accounts on LinkedIn improved from number eight to the top position in the first six months of the program. The initiative has gathered momentum within TCS and there is now a demand to add 100 growth accounts to the program.

citrix™

CITRIX
FREEDOM OF WORK

PROJECT SUMMARY

Citrix EMEA wanted to enhance the way it worked with 33 of its highest potential pursuit accounts by driving accelerated growth and developing a deeper relationship. The team recognized that the highly personalized approach of an Account-Based Marketing (ABM) program could help.

Starting with insight, research, and data, and engaging the services of ABM agency Agent3, Citrix EMEA launched The "Freedom of Work" campaign—an insights-based and creatively-led program that enabled Citrix to tell a remote working story in a compelling and personalized way.

There was one fundamental constraint to this approach: Citrix (globally) had never previously undertaken an ABM program. The EMEA team was blazing a new trail.

A secondary constraint was go-to-market messaging, which was historically technology-focused and more about product features than Citrix's human-centric angle. The new "Freedom of Work" message focused on the benefits for that Citrix solutions can drive both the employee and the business (e.g., improved productivity).

To start, Citrix EMEA undertook a significant education program across multiple departments to ensure account teams clearly understood the goals and expectations of the program. The team delivered formal training, including in-depth workshops with vertical sector experts, as well as key insights to the account teams, which further demonstrated the potential of ABM and showed account teams how to

think more strategically and engage more effectively. The goal was to enable sales teams to move from traditional product sales to becoming trusted advisors.

The team took a rigorous approach to understand the customer need, looking at markets, competitors, business, and IT priorities and identifying what this meant for different teams. At the end of the research process, each account had a 60-page document that included:

- The competitive landscape
- Sentiment analysis
- Brand benchmarking
- Stakeholder mapping
- Business challenges
- Deep-dive account profiling

The "Freedom of Work" campaign itself is a declaration of intent that turned a crisis into an opportunity to redefine the meaning of work. It brings together thought leadership, brand positioning, industry insight, and clear calls to action into a strong, single minded, and focused campaign.

For cluster campaigns, the team focused on red thread themes—that point of commonality—and evolved the campaign by giving industry vertical specific treatments of it.

CITRIX

The "Freedom of Work" theme was added to Citrix.com thought leadership assets in 2020 and the field team used it to target their own customers with vertical clusters.

Some campaign assets included:

- Dedicated interactive landing pages to engage customers.
- Articles from Citrix CTO and Citrix HR to provide proof points to customers.
- LinkedIn and IP targeting campaigns to drive customers to the landing page.
- Interactive video ads to engage with the customers and drive them to the site.

Another strategic deliverable was an engagement campaign to promote the "Freedom of Work" charter directly to C-Suite targets.

As a pilot program, the "Freedom of Work" campaign carried a lot of risk. Ultimately, the Citrix EMEA Marketing team hit the revenue growth goals out of the park. Reputations and relationships goals were tracked to keep higher and more consistent C-level engagement. The thought leadership campaign enabled account teams to mine the opportunities identified within those 33 strategic accounts and achieve the levels of growth the business was striving to achieve.

Thanks to the success of the "Freedom of Work" ABM program in EMEA, Citrix is building ABM programs globally, and evolving from traditional field marketing model to one of ABM.

HONEYWELL
EMBEDDING ABM IN RETAIL

PROJECT SUMMARY

In early 2020, Honeywell's marketing team set out to build connections with account decision makers covering the Retail business and increase sales and revenue in that sector. To do this, the team took dual approach, first refining its messaging and then embedding Account-Based Marketing as a key tactic in demand generation.

Retail was significantly impacted by the lockdowns and changes in operational procedures due to COVID-19. Some experienced spikes in demand that introduced complex challenges related to staff burnout, supply chain transformation, operational visibility, and changing customer expectations. Parallel to this was a move to eCommerce for delivering essential goods and services.

Honeywell had implemented new technology enhancements promoting safety for associates and customers, which positioned them well to help Retail accounts address these challenges head-on. At the same time, the marketing team refreshed its value proposition to engage with accounts as they adapted to the new normal.

Honeywell's sales teams also needed to adapt their relationship building to remote and online activities quickly as well as find a way to connect effectively with new potential account leads and contacts.

To start the ABM project, the team employed a rigorous research and insights-based approach so sales could understand the urgent and fundamental need for digital and operational transformation in key accounts through

the lenses of customer experience, workforce and employee safety and productivity, operational efficiency, and sustainability.

With these insights in hand, the team partnered with Hotwire Global to adapt the value proposition and deliver a pilot One-to-Few ABM program targeting key Retail accounts across the US, Canada, and Europe. The ABM campaign went live in the second half of 2020.

The campaign followed a specific six stage ABM strategy that encompassed:

1. Scoping
2. Research
3. Planning
4. Creating
5. Executing
6. Reporting

All the activity was persona-driven, with unique content assets created specifically for each persona. Working collaboratively with sales and marketing, the team mapped the necessary resources to fully support the campaign tactics, including account research, creative, go-to-market, social profile updating, social thought leadership content posts, and an extensive paid media plan.

The team leveraged a comprehensive technology stack, including Madison Logic, LinkedIn, Xing, Salesforce, and marketing automation platforms. Campaign tactics and
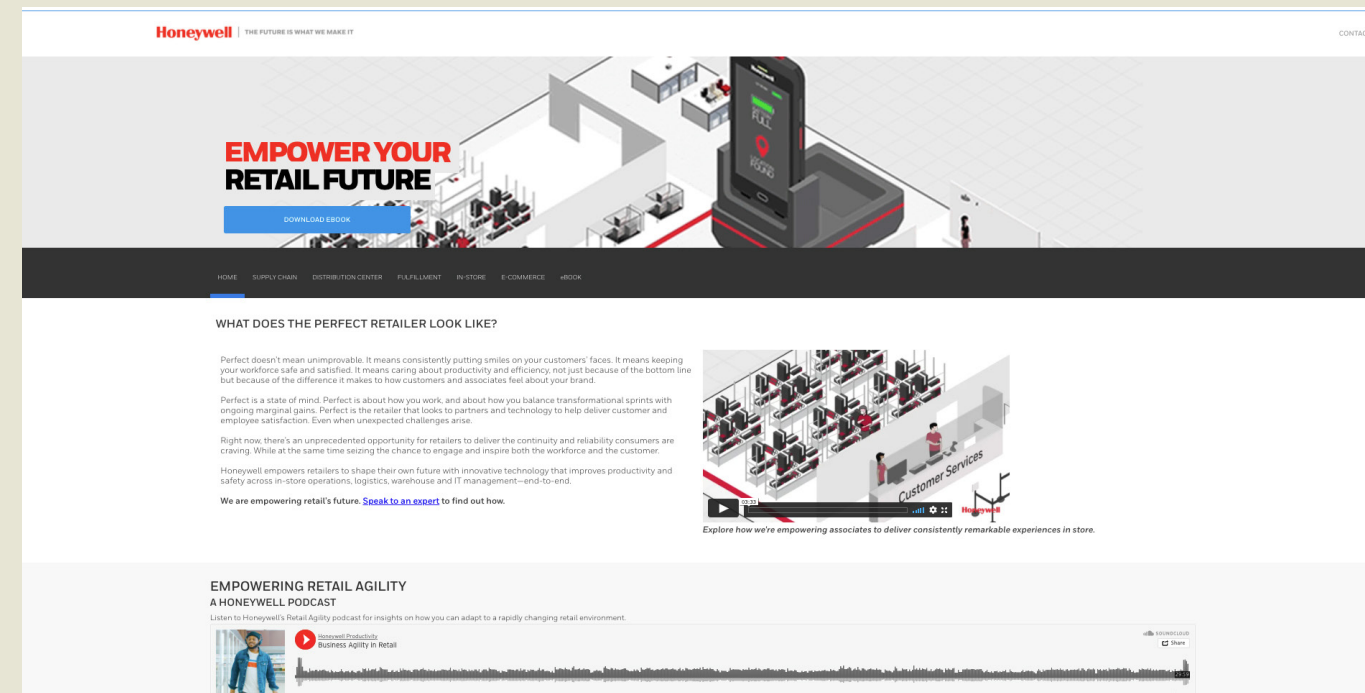
deliverables were completely customised, and included:

- Creation of a sector-specific value proposition
- Account-specific assets
- Intent data use
- Seller-authored blogs
- Social prospecting
- Content syndication
- Campaign-specific content hub

The campaign was managed directly by the Honeywell marketing team, Honeywell's strategic sellers specific to the target accounts, and Hotwire.

One of the most innovative outputs of the campaign was the introduction of marketing and sales intelligence reports. These fortnightly account briefs were prepared to give each seller actionable insight on their named accounts. They also identified areas for potential adaptation and optimization of the campaign.

The business impact of this campaign was measured against the "three Rs":

- **Relationships:** the goal was to increase awareness of key decision makers within targeted accounts and generate 1:1 meetings with those contacts. The results exceeded the target by 3.5x.

- **Reputation:** the goal was to increase awareness of and engagement with Honeywell Productivity Solutions and Services, generating intent signals, improving SSI scores for sellers, and focusing on generating engagement and response on thought leadership content. The team exceeded all of the targets, with intent data showing 50% of One-to-Few accounts with intent signals, SSI scores increasing by 20% at peak time and seller-authored blogs receiving excellent engagement levels.

- **Revenue:** the targets for revenue included number of opportunities, active pipeline, and revenue generated. At the time of the submission, Honeywell was at 113% of target, which equates to a ROMI of 180:1.

This ongoing collaboration with sales was another cornerstone of the campaign's success, and together sales and marketing embarked on an intense social selling and enablement program to raise the seller's profile within target accounts.

The ABM program quickly gained attention and support at an executive level due to the impact it has had on unlocking strategic accounts and generating opportunities. This has led to the expansion of the Retail ABM program to a wider selection of accounts within the sector, a geographic expansion, and a broader scope for the program, as the team is now looking to expand ABM into other sectors Honeywell serves.

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MARKETING EXCELLENCE
2021 AWARDS

splunk>

SPLUNK
HOW DO YOU PINPOINT AND PERSUADE YOUR KEY ON-PREMISE ACCOUNTS THAT YOU CAN ALSO BEAT OUT THE COMPETITION IN THE CLOUD?

PROJECT SUMMARY

With the acquisition of SignalFx in 2019, Splunk, the data monitoring and analysis platform, was able to offer customers the same level of monitoring capabilities for native cloud applications as it historically had for on-premise, which was a significant opportunity to target the fast-growing Cloud Investigation & Monitoring market.

The challenge, however, was persuading its on-premise customers that Splunk could beat out the competition in the cloud.

Working with Agent3, Splunk developed an Account-Based Marketing (ABM) program that focused on the unique differentiators of the Splunk-plus-SignalFx story to arm sales teams to better target competitors.

The key goal of the program was to drive marketing-influenced pipeline across key strategic accounts. Additionally, the sales organization developed a Cloud Investigation & Monitoring Sales Play with two primary business goals:

1. Attach as many SignalFx 'starter packs' to cloud and term opportunities in the second half of the financial year.
2. Grow the number of IT Ops use cases serviced per transaction/ account.

The marketing team realized that deeper insight, industry-first sales enablement tools, and laser-focused messaging

were needed to better communicate the Splunk-plus-SignalFx story proposition to decision makers. Knowing this, the team got to work.

Agent3 was able to supply sales teams with:

- The competitive landscape
- Sentiment analysis
- Brand benchmarking
- Stakeholder mapping
- Deep-dive account profiling

Next, the team identified customer pain points. First, scaling cloud adoption creates massive complexity. Second, DevOps and IT Ops teams struggle with limited and siloed visibility into cloud services. Third, traditional cloud monitoring approaches do not work at scale, so over half of digital transformation initiatives fail.

To approach these pain points in a way that would truly resonate, the team did its due diligence: holding interviews with sales; conducting qualitative research on audience, category, and industry; and managing first-party research through social listening and a network analysis. The team used this research to build a content planning matrix linking client business needs to the promise offered by Splunk. The team then identified three key personas to target: the CXO, IT Ops, and DevOps.

SPLUNK

To reach the right people at the right time with the right message, the team developed a unique **Intent-to-Action Framework** to deploy highly customized, account-specific collateral in a rapid manner. This spanned three phases:

Phase 1: Prioritize accounts to identify those with the greatest likelihood to buy Splunk's Cloud Monitoring solutions, based on a combination of first- and third-party data analysis, as well as intent signals.

Phase 2: Surround segmented accounts with a digital "air cover" through an integrated content strategy that included:

1. Outbound to target accounts, leveraging message teaser videos, animated display ads, LinkedIn sponsored content, and Content Syndication.
2. Outbound to target individuals, using InMail, email, and social selling.
3. Inbound to target individuals and accounts, with video content, blogs, and custom landing pages.

Phase 3: Close using a deep-yet-scalable level of personalized sales enablement support to accelerate deals, arming sales with digestible account intelligence, and producing rich, account-specific magazine-style assets to land Splunk's account-specific message.

As with any successful ABM program, this campaign relied on the right blend of three key ingredients: data, content, and technology.

> ❝
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> Ultimately, the **"Prioritize > Surround > Close"** framework was the first iteration of a new "Responsive ABM" model that has been adopted across Splunk, based on increasing resources and investment dedicated to any given account with increasing propensity and likelihood to convert.

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MARKETING EXCELLENCE
2021 AWARDS

FIREEYE

FIREEYE
AGILE ABM TO DRIVE STRATEGIC SAAS GROWTH

PROJECT SUMMARY

Three major changes prompted FireEye to take a more agile approach to Account-Based Marketing (ABM):

• The Global Digital Transformation. As employees worked from home in response to pandemic lockdowns, networks were reconfigured almost overnight. IT and security teams scrambled to update apps, defenses, detection, and associated processes.

• Accelerating Cyber Threats. Rapid network changes, a.k.a. "environmental drift," exposed new areas to attack.

• FireEye Launched a new SaaS Platform to accelerate and grow their response to the increasing number of attacks and change the business model from traditional hardware and software to cybersecurity as a service.

Success in the SaaS platform was essential to FireEye's ability to defend critical infrastructure in a way that is faster, easier, and more integrated, while enabling the sharing of detailed threat insights and best practices sooner to prevent additional breaches.

To launch the new SaaS platform, FireEye mapped the most relevant information about each industry and threat to each of the 200 accounts in its ABM program. The process started with getting access to the actual threat intelligence platform—something no one else in marketing had ever done at FireEye. Then the team built a "content matrix" that

covers many guarded secrets about how attackers infiltrate their victims. The team then extracted summaries of the reports—with just enough detail to determine relevance—into the ABM platform (Folloze).

This threat intelligence matrix helped map the attackers most relevant to each customer and industry in a highly personalized fashion. Each customer can see their logo and next steps most relevant to them on a personalized page.

While the process took several months to set up, it is now agile enough to run in days, delivering the most value for customers when they need it—now. Two of the three of the agile campaigns in 2021 were launched on the same day that the threat intelligence alerts were made public. New, focused events have been put together and scheduled two weeks out to give customers time to register.

The full omni-channel program includes events in the form of targeted NDA-only briefings for customers in the most impacted industries. In addition, personalized 6Sense ads show targeted customers how FireEye can help them address Ransomware-as-a-Service and other attacks in their environments. This process is very agile thanks to the integration of Folloze with 6Sense, which enables personalization and automation of ads by segment.

ABM customers receive notification from FireEye about emerging threats, along with specific details on how to scope, detect, and eradicate the threats in one integrated
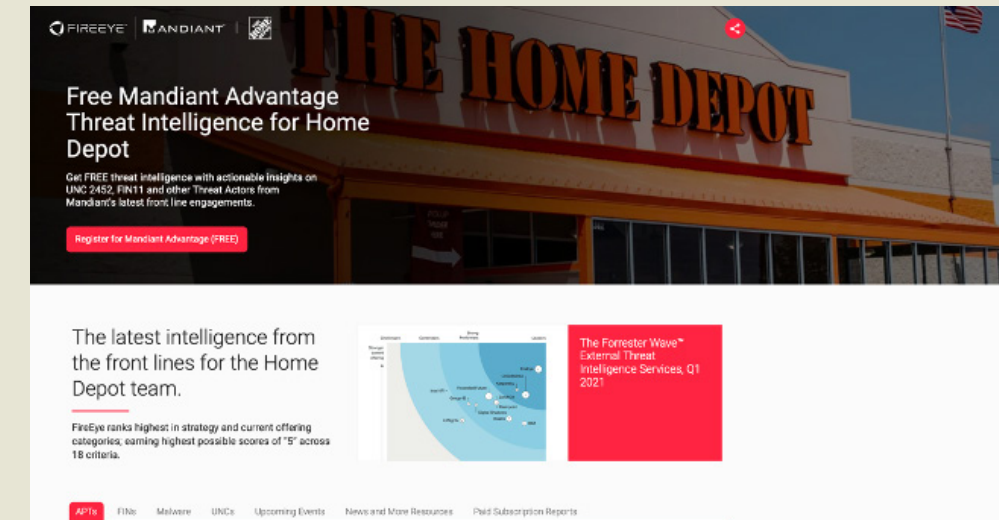
workflow. With a few clicks, customers can access the details in a personalized portal to learn about the latest threats, and then pivot to a related app to validate whether their existing security can address the threats.

With this agile process, FireEye is catching the wave of interest as it builds and crests with ABM accounts, which provides several competitive advantages:

1. The agility and accuracy demonstrate high-value thought leadership that is timelier and more relevant than other offerings.
2. The multi-step process demonstrates how to understand, prevent, detect, and remediate threats based on front-line knowledge.
3. The process starts with an "agnostic" portfolio, so it can benefit new as well as existing customers quickly.

FireEye has also created an "executive friendly" summary with links to more technical content that customers can share with C-level executives who, due to the high public profile of these attacks, need to field board and investor inquires on their readiness for these incursions.

This agile practice is leading the transformation of marketing at FireEye as the entire company pivots to the SaaS platform.

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By embracing the accelerating changes in the business and re-architecting the ABM practice to leverage these changes, the ABM team has dramatically increased revenue, reputation, and retention:

• $100 million in marketing influenced pipeline for this fiscal year with just 1.5 people

• 5X higher pipeline to bookings conversion rate

• 5X faster adoption of new strategic SaaS platform

• 25% larger average deal size for ABM engagements

• 27% higher engagement with Director, VP, and C-Level executives

• Monthly "thank you" messages from CXOs for our unique thought leadership

TATA CONSULTANCY SERVICES
CATEGORY EXECUTIVE ENGAGEMENT IN A POST PANDEMIC WORLD—THE TCS WAY

PROJECT SUMMARY

Tata Consultancy Services (TCS) Communications, Media & Information Services (CMI) marketing team had long emphasized the power of face-to-face marketing to deliver results. In 2019 alone, the CMI marketing team of 13 delivered 31 physical events across the globe, allowing the business line to engage personally with clients and prospects.

When the pandemic turned this marketing strategy on its head in 2020, the team needed to act rapidly to safeguard its client base of more than 70 clients.

Through primary and secondary research, as well as through industry forums, the team set out to understand the challenges clients were facing as the pandemic evolved. In particular, the team looked to connect with senior executives across communications, new media, advertising, and information services firms globally.

To gain and hold the attention of this audience, they would need to apply new marketing techniques and adopt a tone of voice that was sensitive to the circumstances brought about by the pandemic, which directly impacted many clients. However, rather than simply pivoting the traditional, physical marketing components to a digital format, the team reimagined what those customer relationships could look like.

It was imperative to provide a structure for these executive-focused activities, so the team leveraged ITSMA's executive engagement framework and focused on five areas:

1. Prioritize the executives to engage
2. Align with TCS leadership
3. Build content for conversation
4. Orchestrate an engagement portfolio
5. Measure what matters most

The team also sought to strengthen relationships with the CMI Sales team. Historically, sales relied on face-to-face interactions, but this was no longer an option. The team focused on empowering sales not just through mutually beneficial marketing activities, but also in helping them deliver better proposals remotely. This meant investing in training on essential elements of video meetings and offering them new content that is proven to work better in remote settings.

Taking an Account-Based Marketing (ABM) approach focused on 11 priority accounts, the team used a targeted marketing campaign that included digital outreach ("always on" LinkedIn and email campaigns), events (industry, account specific and virtual), and continuous deal support. Highlights included:

- **Peer-led marketing:** Giving customers and prospects the opportunity to hear not from TCS, but from other senior leaders within their industry on how they were responding to the challenges presented by the pandemic with TCS' help.

- **Mutually beneficial marketing:** Engaging clients in activities such as speaker slots, video case studies, awards, and more, which raised the profile of both TCS and the client and allowed for stronger individual client relationships.

- **Unique virtual engagements:** Targeting ABM clients with a creative approach to virtual drinks, receptions, and dinners; for example, hosting a virtual talent show.

- **Thought leadership**: Communicating TCS' point of view on the pandemic and providing senior leaders with solutions to help them navigate unchartered territory through white papers, blogs, and webinars.

It was important for these marketing activities to be timely and relevant. For example, telecommunications companies saw an overnight shift in usage patterns as clients shifted from central business hubs, like the City of London, to home working. Thus the team marketed specific TCS solutions that had been developed in response to the crisis, such as Secure Borderless Workplaces™ (SBWS) which enables customers to rapidly shift their workforce to homeworking effectively and securely, to the right audiences.

To further raise the profile of TCS, the team looked to the TM Forum, a global industry telecommunications association. TCS was already a member but by demonstrating commitment to TM Forum, the team expanded its reach and now two CMI senior leaders are board members. This association has led to joint customer presentations and other contributions to industry-wide initiatives.

The results across the three Rs are impactful. TCS strengthened relationships with the target market, and accounts grew during the pandemic. Joint marketing activities with clients are now considered business as usual. Brand perception improved to the point of TCS being recognized as an industry leader across multiple industry rankings. The CMI team received its highest ever customer satisfaction score, 96%, and boasts a strong 96% customer retention rate. What's more, CMI secured its largest ever single deal.

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SALESFORCE

SALESFORCE

Congratulations to Salesforce for their award winning submission for Orchestrating Executive Engagement. Program Summary is not yet available.

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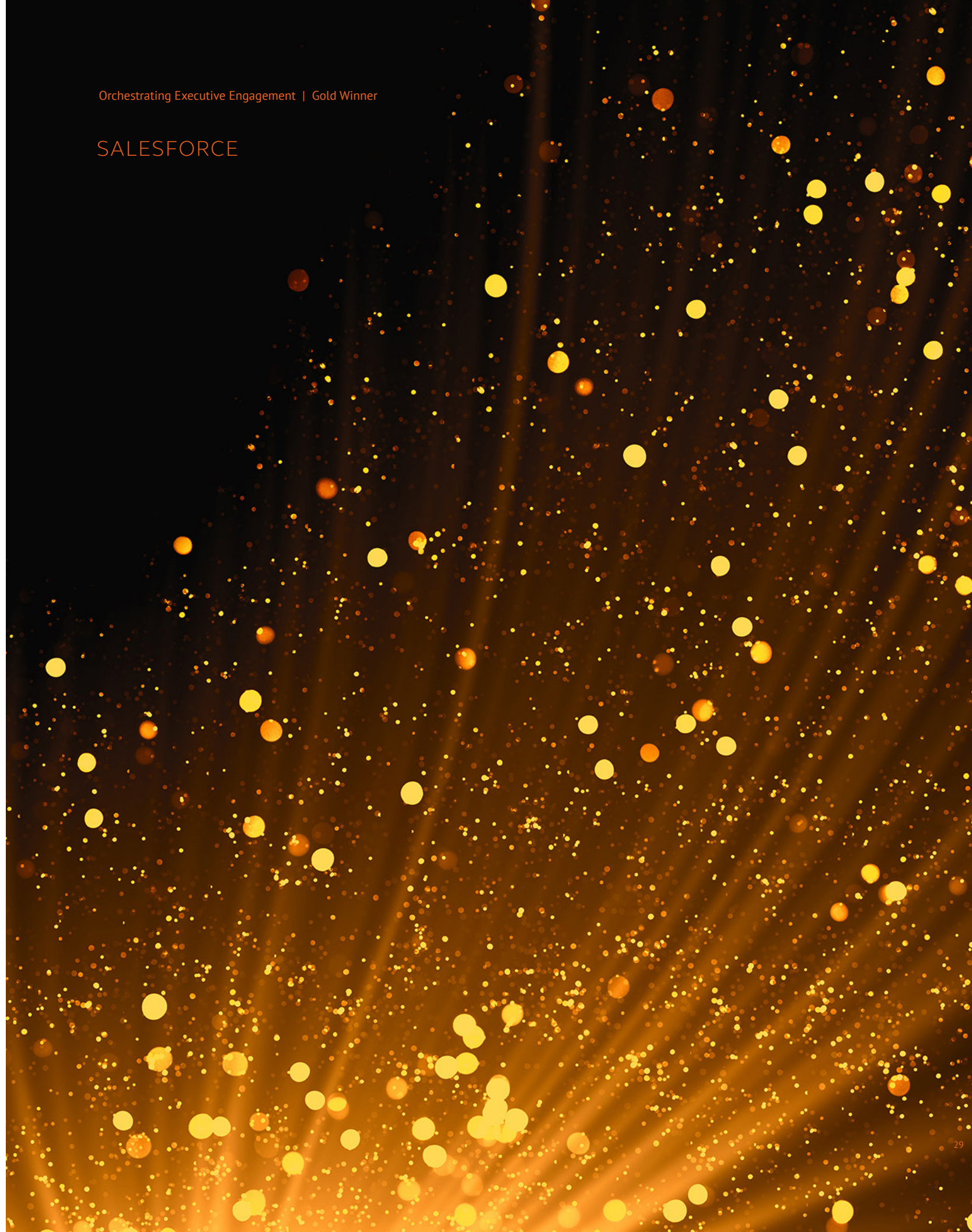
HCL

HCL
HCL TECHNOLOGIES—THE BETTER HEALTH HACKATHON #CODEFORCOVID19

PROJECT SUMMARY

To fight the overwhelming impact of COVID-19, HCL sought to unleash the power of collaboration. Through The Better Health Hackathon, HCL partnered with Microsoft and forty more organizations across life sciences, healthcare, technology and academia to develop innovative ideas that could help the world in its most trying times.

The Better Health Hackathon: #CodeForCovid19 invited the best technology talent from across the globe to solve real-world challenges posed by the pandemic, and to be better equipped for any future similar situation.

The Hackathon was designed as a virtual event with an 8-week online development phase, with shortlisted teams telepitching their solutions live as part of the final round. It became a platform for HCL to help combat COVID19 and to drive contextual brand conversations around technology, innovation, and collaboration through crowdsourcing.

To ensure success, the team set goals across participation (5,000 participants), ideas generated (150), digital media impressions (8 million), and increase in brand value (10%).

After speaking with representatives from life sciences, healthcare, and technology companies, as well as academic leaders, HCL divided the hackathon problem statements into four categories:

1. **Prevention and Containment**, which looked at ways technology can aid efforts to flatten the curve by encouraging people to state at home.

2. **Diagnosis, Treatment & Therapeutic Management,** which asked for ideas around how to better protect and equip frontline healthcare workers and first responders, as well as enable those seeking treatments with solutions that scale telemedicine, remote/self-diagnosis and virtual triaging of symptoms, and more.

3. **Recovery and Return to Normal**, which asked how technology can safeguard communities as they return to schools, workplaces, mass transit systems, public spaces, dining and retail outlets, as well as gradually into sports arenas, cinemas, theaters, and concerts.

4. **Systemic Solutions for Crisis & Pandemic Management**, which ideated innovative uses for next generation technologies to better plan for the long-term implications of COVID-19 and better prepare for future global pandemic-related challenges across healthcare and public services ecosystems.

To execute a hackathon of this scale during such uncertain times, the team set goals across marketing, sales, and partner ecosystems to drive long-term impact and ROI from the program.

There was a formal launch strategy that included positioning; research; partner outreach and recruitment; onboarding a platform partner and creating a platform (BeMyApp) for registration, interaction, mentoring, and judging; and promotion of the hackathon.

To run the hackathon, the team created educational webinars; scheduled mentoring sessions; held LinkedIn Live sessions with judges; solicited submissions; shortlisted the finalists; held live pre-finale rounds; and hosted a live grand finale.

After the team announced all the winners and thanked customers and partners, it launched the post-hackathon activities, coordinating customer/partner interest in any of the hackathon ideas and creating an incubation committee within HCL to further develop any ideas from the hackathon. HCL also won the Guinness World Record for the largest healthcare technology solution competition.

The Better Health Hackathon became one of the biggest virtual hackathons ever held. It enabled the company to engage its extended ecosystem on the belief in technology, innovation, and cross-industry collaboration as the keys to solving the unprecedented and complex challenges faced by all sectors due to the ongoing pandemic.

It also provided real business insights from customers and gave HCL relevant talking points just when business conversations and customer engagements became increasingly difficult.

HCL is now looking to sustain conversations on the wider themes of the hackathon, by creating thought leadership content and a panel discussion series to develop and incubate these Better Health ideas.

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The impact of the hackathon has been enormous:

- **Global participation:** 7,389 participants from 68 countries

- **Brand revitalization:** The large-scale visibility and engagement helped revitalize the HCL Brand in key markets, and the platform created a springboard to reposition HCL's innovation and R&D capabilities

- **Ideas received:** More than 200 unique ideas were submitted by the Global and HCL participants across all four challenges

- **Business development:** The platform generated $123 million and engaged 40+ key HCL customers

CAPGEMINI

CAPGEMINI
GET THE FUTURE YOU WANT

PROJECT SUMMARY

In October 2020, Capgemini announced its new Purpose, "Unleashing human energy through technology for an inclusive and sustainable future," and Brand Promise, "Get the Future You Want."

It's a strong commitment to clients (get the future you want as a business), to employees (get the future you want in your career), and to the company (get the future you want as an organization).

The brand team leveraged the opportunity to sustain and create more brand awareness among key target audiences including business decision makers, prospective talent, and employees. The team deployed campaigns using an omni-channel, but digital-first, strategy.

With significant growth plans in the Indian market, through both hiring and through acquisition, Capgemini seeks to remain competitive among prospective employees. This requires that the company continuously build its brand awareness.

Cross-collaboration among the different Capgemini marketing teams and with Group Brand Team were key to the success of the Get the Future You Want (GTFYW) launch. With a common vision of making it the most noticeable campaign in India, public relations, employee engagement, internal communications, digital marketing, and the branding teams all pitched in. All content and

design followed unified guidelines created specifically to promote the new purpose and promise. To lend authenticity to the campaign, the team held a photoshoot of Capgemini employees to use in promotions rather than relying on models or stock photography.

In addition, a centralized content and design review team was formed to review all external and internal communications for have consistency in messaging. This was a new form of collaboration and was much needed, given both the breadth of campaign and the duration (seven months). Finally, the team had full executive support, as overall governance of the launch sat with Capgemini India CMO and CEO.

The GTFYW launch objectives were also clearly communicated:

- Create maximum brand awareness among the key target audiences of business decision makers, prospective talent, and current Capgemini employees.

- Influence recruiting success by positioning Capgemini India as an employer of choice.

- Drive employees in India to start using the brand promise in their day-to-day conversations with their clients, with teams, partners, and society at large.
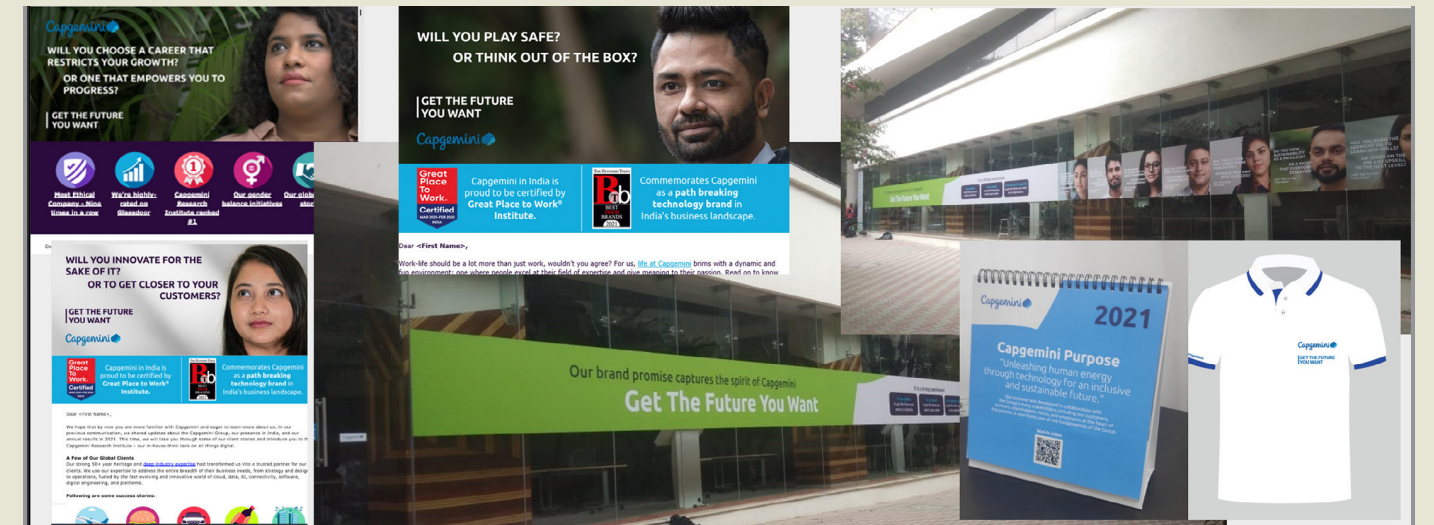
The team created three innovative branding activities in support of GTFYW:

1. A new OTT, or streaming media, channel was also the part of the social media campaign, wherein static and video ads were shown 100 million times for the whole campaign.

2. A podcast series with Forbes that articulates Capgemini's thought leadership and how they can enable clients to get the future they want.

3. An interactive brand showcase zone during a virtual employer branding event in, which was essentially an all-India open hackathon: Capgemini Tech Challenge 2021.

It was full omni-channel campaign, which leveraged the website, company social media channels, paid social platforms, OTT, online and print media, podcasts, external industry events, speaking opportunities in industry forums, a hackathon, online recruitment drives, direct mail pieces, leader town halls and communications, articles, polls, office branding, internal events, even customized merchandise.

The company measured the impact of the Capgemini Purpose & Brand Promise, and the results are impressive:

- Static and video ads were shown a whopping +100 million times using leading social media spread over 5 months.

- More than 50 media outlets covered the brand purpose and promise, including *ET Brand Equity, Best Media Info, Media Brief, Yahoo, NASSCOM, The Hindu,* and *IT News Online.*

- The Forbes podcast series generated ~550,000 impressions.

- Three industry events used the new brand framework of GTFYW for content, speaking opportunities, and design.

- Mailers using GTFYW branding and associated content were sent to prospective employees and students to influence the recruiting success by positioning Capgemini India as an employer of choice.

- Capgemini's in-house online brand shop has been selling GTFYW merchandize since October 2020 so employees can show their company pride.

- Leadership virtual townhalls were held across India for employees and the CHRO's office is using the GTFYW construct in their employee outreach/comms across many initiatives.

- Capgemini was certified as a great workplace by the Great Place to Work® Institute and featured in "The 25 best workplaces to grow your career in India" by LinkedIn.

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MARKETING EXCELLENCE
2021 AWARDS

ASPIRE SYSTEMS

ASPIRE SYSTEMS
ASPIRE SYSTEMS' MARKETING TEAM IMPROVES BRAND AWARENESS AND LEAD-GEN USING ABM

PROJECT SUMMARY

To best serve customers during the pandemic and position themselves for future growth, financial institutions across the globe realized they needed to adopt new digital technologies to re-imagine the customer experience.

Aspire Systems, with its strong digital transformation capabilities, Banking and Financial Services (BFS) domain expertise, and partnership with leading banking platform Temenos, was perfectly positioned to help banks with their digital transformation journey.

To capitalize on this opportunity and drive revenue, Aspire's BFS vertical needed to scale up its sales and marketing efforts and the marketing team at Aspire had to invent new ways to reach the target audience.

The marketing team decided to implement a well-structured, multi-channel Account-Based Marketing (ABM) campaign strategy, with a heavy focus on digital channels. The team took an integrated approach, bringing together multiple marketing vehicles such as targeted ad campaigns, webinars, email campaigns, content, and social media marketing.

The goals of the campaign were to build brand awareness through all possible channels, improve engagement, and then drive demand-generation from those engaged accounts. Once a contact began engaging frequently with Aspire, marketing delivered more One-to-One personalized promotion. The team also formulated a well-structured plan on how the leads will be delivered to the inside sales team

and then to outside sales. The idea was to keep the contacts engaged through all possible channels.

To execute this ABM campaign, the team built a marketing blueprint that included a flowchart of activities, messaging, and interactions that are relevant, meaningful, and timely. To engage specific individuals in a specific account in a meaningful dialogue, the team implemented a full mix of marketing tools and tactics.

First, Aspire assembled the right team. An ABM campaign manager ran the project, working with a digital marketer, an ABM strategist, two content marketers, and a creative designer. A market researcher ensured the campaign targeted the right customers and two inside sales representatives oversaw the lead generation emails.

To create brand awareness, the team built a campaign around white papers, case studies, and webinars, leveraging specific CTAs, such as scheduling a demo. Each nurturing campaign had a message or theme that targeted decision makers at banks. The team started with a list of 10,000 contacts in 1,700 accounts across the globe.

The content and messaging were personalized to engage the target audiences on channels where they spend the maximum time. The team used the Recotap platform, an AI-driven ABM platform to run the targeted campaigns at scale.

After the campaign launch, the team analyzed the results

and tailored next steps to optimize engagement. There was a formal lead nurturing strategy and process to fill the leads in the sales pipeline. To get more engagements, the team created personalized email campaigns with same message while running the ABM campaigns—creating a multi-channel outreach.

The quick and effective roll out of the integrated ABM campaign helped the team drive brand awareness and demand generation, even amidst a pandemic. The focused ABM strategy that generated results for the business surely deserves this special recognition by ITSMA. The success of this ABM campaign has been well-appreciated across the organization and now the same ABM approach is getting increasingly adopted across multiple service lines within the organization. This recognition will also motivate the team to perform better.

The ABM campaign not only helped create huge brand awareness across Aspire's exact target audience but also increased inbound leads dramatically (30% increase over last year) and generated a 25% increase in the sales pipeline every quarter. The sales pipeline accelerated significantly, with time in pipeline reduced from about 8 months to roughly 4.

In all, the ABM campaign created $12 million in new pipeline opportunities and this BFS ABM campaign strategy is being adopted across multiple service lines and industry verticals in Aspire.

ITSMA's Marketing Excellence Awards (MEA) program focuses exclusively on B2B marketing for services and solutions. It is based on a comprehensive, strategic approach to marketing, recognizing that business success requires marketers to move far beyond communications alone.

Beyond the gloss and glitz, our annual awards honor the pursuit of excellence in the four most critical aspects of success: strategy and planning, innovation, execution, and business results.

Learn more at itsma.com/about-us/marketing-excellence-awards/

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