

## Infosys | Diamond Winner

### Driving Strategic Growth

Infosys’s overall digital strategy is organized around five pillars of the Infosys Digital Pentagon: Experience, Insight, Innovate, Accelerate, and Assure. Aligning with the elements of the Infosys Digital Pentagon, Marketing identified eight key areas where it was essential to drive both mindshare and wallet share to achieve the strategic goals of the company and deliver on its growth targets. These **Big Bets for Infosys** included Data & Analytics, Cloud Services, Cloud Apps, and Cybersecurity, among others.

Building on the success of a small pilot in late 2018, Marketing decided that the best approach to achieve the objectives was to adopt a multi-channel, integrated, “always-on” 360° campaign approach.

Infosys conducted multiple primary research studies align to the Big Bets, each surveying 800-1000+ senior decision makers in key US, Europe, and ANZ regions across multiple industry segments to better understand client needs. The responses offered deep insights into the client’s needs, pain points, and aspirations, and were used to provide recommendations to the business on unaddressed whitespaces in Infosys’s offering portfolio, prepare sales kits for global sales personnel, and as thought leadership assets in marketing campaigns and outreach.



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A comprehensive market and competitive intelligence exercise followed, and results were distilled into a unique value proposition for each Big Bet campaign. Marketing designed and executed all the campaigns across three stages:

- Stage 1: Theme, Messaging, and Value Proposition
- Stage 2: Thought Leadership, Marketing Collateral/Assets, and Experiences
- Stage 3: Influencer Mindshare, Advocacy, Demand Generation, and Internal Evangelization

While some of the marketing experiences are incredibly innovative, the most significant outcome was the institutionalization of the campaign approach. Knowledge, best practices, and guidelines were

distilled into a playbook making it extremely easy for other campaigns to build upon and scale up rapidly by leveraging learnings from other campaign teams.

Among the more innovative marketing solutions was the launch of the Infosys Living Labs, a nearly 20,000 square foot space where clients and prospects can have immersive experiences with next generation innovations across Big Bet campaign themes. The lab has 20+ immersive experiences that showcase the best of Infosys's digital transformation work.

Because the Living Labs experience is limited to clients visiting campuses in key locations, marketing conceptualized Mobile Immersive Experiences, which are mini experiences with the necessary hardware in portable box that can be easily carried to client locations and meetings. These mini experiences can be assembled quickly and showcase select experiences that are pre-designed for the meeting context.

Another key initiative was the use of an anytime, anyplace, any device learning app – Infosys Lex – as a repository of all marketing that the sales team could access immediately during client meetings. The app provides contextual recommendations on relevant assets such as case studies, success stories, videos, demos, whitepapers, brochures, etc. that can be used as required.

The Infosys Big Bet campaign contributed across all aspects of Marketing:

- **Demand Generation:** Generated a multi-billion dollar pipeline of Sales Qualified Leads from Marketing in the identified Big Bet areas.
- **Engagement:** CXO engagements nearly doubled, year-over-year, and the quality of engagement also deepened, with 40% year-over-year growth in number of contacts engaged in target group client companies.
- **Media:** The campaign areas are in the top four globally in the media Share of Voice. Overall, Infosys is in the top three among global peers in the primary market and continues to retain the top media Share of Voice in the domestic market.
- **Thought Leadership:** Marketing published eight ground-breaking primary research-based Thought Leadership reports. More than 90% of the target group of strategic clients and prospects have consumed these assets.
- **Influencer Marketing:** Infosys is in the top three of global peers for “Leader” placement in analyst evaluations.
- **Advocacy:** There was a 10X increase in the public advocacy for Infosys by clients through testimonials, case studies, public speaking, videos, etc.
- **Innovation:** Launched “Infosys Living Labs” for Immersive experiences through AR and VR to showcase the art of possible to clients and delegates.

The Infosys Big Bet campaign began as an experiment in taking the key tenets of product marketing and applying them to services marketing. It matured into a full-fledged program cementing Marketing's position as a strategic partner to the business, driving both growth and revenue. The success of the campaign is a story of the power of a well thought out, well-researched approach that was meticulously executed through an integrated multi-channel outreach process and delivered exponential results.