

CATEGORY:

NEW MEDIA CREATION

DIVISION: CORPORATE
CATEGORY: NEW MEDIA CREATION

HP TECHNOLOGY SERVICES

PROBLEM OR CHALLENGE TO BE ADDRESSED

For the last 40 years, the data centers that power the world's economies have evolved into a complex patchwork of interconnected systems and facilities that haven't kept up with the pace of technology growth. Any change requires scores of technology specialists to manage the process—impeding information access, lowering profit margins, and introducing business and financial risks. At the heart of all this is a data center infrastructure in need of transformation. However, the acquisition of EYP Mission Critical Facilities (a leading data center design, building, and operations engineering firm) meant that the HP Technology Services (TS) organization finally had a unique value proposition for customers: The most comprehensive end-to-end data center transformation services offering in the market.

The HP Technology Services (TS) organization recognized that the data center services market is one of the biggest growth areas for 2009 and beyond. With this new broader value proposition and focus on driving growth for the organization in data center services revenue, HP TS was in the process of repositioning itself with the market as a “go-to-strategic advisor.” Following a Spring 2008 Data Center Transformation Solutions launch, HP tasked Cohn & Wolfe with continuing to build awareness for HP in this area without news or customer references.

— Educate and connect with our audience even though we had no news, no case studies, and no events to leverage. We wanted to develop a campaign that underscored HP's mission to be the best at helping customers design, build, integrate, manage and transform the data center into a business-driven and future-ready asset for business and competitive advantage. By applying leading technology and scientific research in new ways, HP has been helping companies innovate their data centers for greater efficiency and cost savings while exorcising once and for all the monsters of the data center.

With this initiative, we wanted to bring a little levity to the challenges IT departments face while educating and engaging with our audience in a fun, creative way. Since it was September, the team settled on a campaign that would tie to Halloween. We found it fitting to use Halloween as a timely and very appropriate holiday to showcase issues within the data center.

— Primary audience: top-level IT executives (CIO, IT Director, Data Center Manager).
Secondary audience: business executives, HP partners and the technology media. Through past experience, we knew that IT reporters and bloggers were hungry for fresh, fun, creative ideas. We identified six top data center management challenges and which online influencers seemed open to seasonal pitches and liked digital assets (slides, photos, videos).

— Raise awareness for HP’s data center services among key audiences and underscore HP’s mission to be the best at helping customers design, build, integrate, manage and transform the data center into a business-driven and future-ready asset for business and competitive advantage. Educate and connect with our audience even though we had no news, no case studies, and no events to leverage.

Objectives:

- Raise awareness for HP’s data center services among key audiences
- Demonstrate HP’s expertise; educate the market on the key areas in the data center that need improvement and transformation
- Leverage campaign across multiple influencer communications channels including media relations, analyst relations and marketing

SOLUTION/TOOLS USED/RESULTS

To understand the top data center issues for data center managers, the team did research and identified six top data center transformation mandates and hot topics. From that, the team created the “What Haunts Your Data Center?” — a digital media campaign that drew parallels between classic Halloween characters and how they apply to problems faced by today’s data center managers. By positioning the problems IT managers face in an interesting and entertaining way, we were hoping to truly connect with our target audience in a fun and non-traditional approach while demonstrating that HP is sympathetic to the marketplace and wants to partner in solving these real life problems. Most importantly, the campaign would underscore HP’s message as an expert and full-service provider of data center services.

Cohn & Wolfe came up with the six monster characters (naming and illustration design). In addition to monster illustrations, we developed six 30-second animated videos, so each monster could educate the viewer on their DC challenge.

In addition to the videos, we created monster “group shots” and glossy headshots that included text from the 30-second video scripts. We created a Facebook page, a dedicated YouTube Channel, and a Café Press store where monster merchandise could be purchased. Via all of these channels, we pushed people to a special HP micro site that allowed visitors to vote for their favorite monster access information on HP Data Center services.

The core online media relation’s strategy was to have WSJ.com launch the campaign in its Business Technology blog the Monday morning before Halloween. At time of posting, all targets for coverage would a) would receive a FedEx package in the mail with a “monsters t-shirt,” a letter explaining the campaign and Halloween candy and b) the team would make call downs to all targets to get them to write and reference the campaign. The team also announced the campaign on Facebook and Twitter.

We created six Halloween monster characters that illustrated each data center (DC) challenge. The spooky cast included:

Dracula, The Data Center Energy Sucking Vampire
Frankenstein, The Multi-Vendor Environment Monster
Ghosts, The Spooks Haunting Unsecured Data Centers
The Blob, The Virtualized Data Center Gone Wrong
Skeletons, Legacy, Unknown Server and Storage Hardware
Werewolf, The Untrained Custodian

In addition to monster illustrations, we developed six 30-second animated videos so each monster could educate the viewer on their DC challenge. In addition to program concept development and monster character and illustration design, we also focused on social media site ideation and design. Lastly, we strategized on blogger outreach and engagement to drive online traffic and word of mouth.

- By going with a digital media campaign, we were able to turn the idea around from concept through to execution in less than four weeks. In addition, we were able to create a campaign that could be leveraged across all online influencer communications including: media, analysts, marketing, and marcom. Also, the cost for the project was nominal compared to large-scale advertising.
- The C&W team created a dedicated YouTube channel for the promotion and viewing of all six videos at www.youtube.com/HPMonsters. We also created a slide show that included a group illustration of the monsters on one slide along with an explanation of the campaign. Six additional slides with the “video scripts” provided as text via a photo widget from Photobucket that was shared with externally with analyst and media bloggers.

C&W also created a Facebook Data Center Monsters fan page where we provided a link to YouTube, posted monster photos, and referenced a CafePress.com store front where monster garb could be purchased: www.facebook.com/pages/HP-Monsters/43822780794 and www.cafepress.com/HPMonsters.

- C&W collaborated with HP on the scripts and then was responsible for voice over work and flash video development. In addition, C&W set up all the social media channels and performed strategic outreach to bloggers and online media influencers.

HP created a destination site www.hp.com/go/whathauntsyou that included still images of the monsters combined with spooky sounds and links to information as well as allowed visitors to vote for their favorite monster. C&W would drive traffic to the site via online media placements, YouTube, Facebook, and Twitter.

- Bloggers and Online Media:

Key strategy of launching the campaign on the WSJ.com Biz Tech blog paid off; was instrumental in driving traffic to the YouTube Channel that housed the six animated videos.

In total, 23 articles were secured including articles from WSJ.com (tech blog), The Register, Data Center Knowledge, Data Center Journal, InternetNews.com, TechTarget, ClickZ, Web Host Industry, Virtualization Strategies.com, IT Managers Inbox, and Mission Critical. The ClickZ article received two online syndications (on AdMedian.com and TalentZoo.com), and The Register article received 10 online syndications, most notably on USAToday.com.

Analysts: Announced the campaign to 50 top-tier analysts who follow HP Data Center Services. Feedback was positive and included responses such as: “Thanks for sending this, very witty!” and “Very festive and all too true!”

Results after only one week:

YouTube -- 6,059 video views, 2,955 channel views, 9 subscribers

HP micro site -- 468 total views

Facebook -- 48 fan page subscribers and 1.2 million impressions

By taking a non-traditional approach to brand building and communications, we were able to build buzz and allow for two-way conversation online, build community, enable viral marketing, and spark discussion around some of the issues IT managers face in the data center. The team received great feedback from media, analysts, HP employees, and customers. HP internal marketing confirmed that the campaign reached the right audience, through the voting and the online views on the destination website.

It is definitely reaching the right people, but there are also a lot of non-IT people seeing it, too, which helps with the overall brand. The campaign has even sparked conversations with sales people, who have requested additional information,” said Flynn Maloy, Director of Marketing, HP Technology Services.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

Tony Obregon, VP, Digital Media
Cohn & Wolfe
1001 Front Street
(415) 365-8531
tony.obregon@cohnwolfe.com

DIVISION: ACADEMIC
CATEGORY: NEW MEDIA CREATION

UNITED NATIONS UNIVERSITY

PROBLEM OR CHALLENGE TO BE ADDRESSED

The challenge faced is two-fold.

(1) To communicate evidence and research on complex issues like climate change, peak oil, food security, and biodiversity.

(2) To build an online community of people interested in these topics.

SOLUTION/TOOLS USED/RESULTS

The United Nations University (UNU) is a think tank for the UN system. However, we want our research to reach the widest possible audience and believe that the web and new media is the best way to do this (we will continue to invest in traditional media such as book publishing, academic journals and technical publications). However, we want to bring about change, and we want to do this on a wide scale, but we are faced with limited resources. So, in response, we created a web magazine called *Our World 2.0*. The basic premise is that this world has fundamental problems and we need a major upgrade to the operating system. To make things more complicated — we wanted to communicate in two languages: English and Japanese.

50% of the global population is under 25 years of age. At the same time, there are 1.4 billion Internet users. So our target audience is mainly in the age group of 15 to 35, Internet users, anywhere. This is different to the target audience for the main UNU website, which tends to be older, policy makers.

To create a webzine on climate change, peak oil, food security, and biodiversity, published in English and Japanese. The articles should emphasize innovative solutions and provide analysis and insights. It will inspire people to learn about the issues and to make changes by relating the topics to money, lifestyles, and health. A series of video briefs will be produced as well as podcasts. All materials will be covered by Creative Commons licenses to support their extensive syndication.

The plan was to launch the webzine as a beta in July 2008 in time for the G8 summit in Japan. In the beta stage, we wanted to do the following: (1) develop procedures for identifying, editing and publishing articles, video briefs and podcasts. (2) Build up a community of readers and (3) attract funding. In beta, we publish one article per week. The webzine will enter the next phase when funding support enables the publishing of an article or video brief each day. The initial plan covers the period from years 2008 to 2012. By 2012, we hope to have half a million readers per month.

The webzine was deployed in July 2008 on time and dealing initially with only three themes. The first video brief was published in October 2008, and we continue to publish one per week. In January 2009, *Our World 2.0* won the best blog design award in the 2008 Weblog awards (<http://2008.weblogawards.org/>). We added a Twitter feed to *Our World 2.0* in March 2009. In August 2009, we added a new theme (biodiversity), podcasts, and Debate 2.0. We also joined the Guardian Environment Network. This a network of the best environment sites on the Web <http://www.guardian.co.uk/environment/network>

The new media creation (video, podcasts) has been a very smooth process (but time consuming and expensive). The main obstacles relate to the coordination of the translation work - we tend to publish the Japanese materials within a few days of the English. Also, the determination of an appropriate license took careful consideration, since our primary goal was to make the content as widely available as possible. We believe we have been very successful at this.

The webzine is hosted on two WordPress installations for the English and Japanese. We normally use CC licensed photos from Flickr for the banners, which cycle for the top five articles. Video briefs are hosted on Vimeo (<http://vimeo.com/unu/videos>) and podcasts on Soundcloud (<http://soundcloud.com/united-nations-university/our-world-2-0-interview-with-many-strong-voices>). We monitor site traffic with Google Analytics and the ShortStat plug-in for Wordpress, plus Feedburner. In order to interact with the readers, we use Disqus (<http://disqus.com>) for comments and have the OurWorld twitter feed embedded in WordPress. We maintain fan sites on Facebook and LinkedIn.

The team involved with *OurWorld 2.0* is as follows:

Creative Director, graphic designer, and programmer working on the look, feel, and functionality.

Editorial team of three working on the article pipeline and editing. One editor manages the Twitter Feed, and one manages Facebook.

Four producers working on the video briefs.

One main translator (now adding two more).

Over 30 contributors for articles from within the UNU and elsewhere.

Since launch, we have published 63 articles (to date), including 12 video briefs. There have been 310 comments on the English and Japanese articles. The number of unique visitors in the past year was 136,000 (still too low). However, individual video briefs have been syndicated on other sites with one example (<http://vimeo.com/2503037>) being watched 3,948 times on Vimeo but nearly 200,000 times of other blogs, including the *Huffington Post* and *Current TV*. There are currently

1,086 people following the *Ourworld 2.0* tweet feed and over 450 subscribing to the RSS feed for the webzine.

One year has passed since the launch of the webzine, and we are still far from the goal of half a million visitors a month, with three years remaining. However, traffic is on the rise, and some important syndication deals are falling in place, so we anticipate making greater progress towards our goal, especially if the frequency of article, video brief, and podcast publication increases.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

Brendan Barrett
Academic Programme Officer
United Nations University
"5--53--70 Jingumae, Shibuya-ku
Tokyo 150-8925 Japan
81-3-5467-1318
barrett@unu.edu

**NONPROFIT
NEW MEDIA CREATION**

CATHOLIC HEALTHCARE WEST

PROBLEM OR CHALLENGE TO BE ADDRESSED

CHW/JWT needed to find a unique way to engage their employees while revealing their newly created employer brand, which introduced the theme line “Live Your Life on Purpose.”

- Needed to find a way to engage CHW employees, introduce their newly created employer brand, while helping them understand the EVP, the campaign, and the goals to be achieved.
- Employees of CHW's 40 hospitals and facilities in California, Arizona and Nevada.
- JWT/CHW needed to find a unique way to engage their employees while revealing their newly created employer brand, which introduced the theme line “Live Your Life on Purpose.”
- Based on the brand platform of “Personal Connection,” we developed Personalized URLs (PURLs) where each and every employee got their own personalized website, with their name built right into the URL. For example: www.johnsmith.liveyourlifeonpurpose.com.

Through this website, employees can learn about the brand campaign and their own role in bringing it to life by actually living it. They can also create and upload their own videos, voice recordings, photo essays, and written essays on how they, as individuals, live their own lives on purpose. Once the employees become engaged and informed, they are in a perfect position to become brand ambassadors.

SOLUTION/TOOLS USED/RESULTS

To drive employees to their own PURL site, each was sent a personal electronic postcard and direct-mail invitation, which included their personalized URL. Posters were also hung in every facility to promote the site.

When employees arrived at their PURL site, a video starring their CEO encouraged them to upload their own personal stories about working at CHW. Additionally, each CHW facility was encouraged to participate in a competition to see who could upload the most video, photo and written stories.

Since its recent launch, the PURLs have already welcomed over 5,000 unique visitors — an impressive 10 percent acceptance response. In addition, hundreds of personal stories from over 30 CHW facilities have been created and uploaded. To date, these stories have received nearly 20,000 views.

JWT helped CHW engage employees at 30 of their 40 facilities and hospitals. The overall objective was to engage CHW employees and introduce their new brand, “Live Your Life on Purpose,” which was successful, as shown in the results of hundreds of personal stories.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

Lee Greengross

CGX

Anderson printing —Peter Price: Interactive Consultant

Michelle Sargent: Client Director

Erin Seedman: Account Supervisor

Bruce Carey: Creative Director

Doug Miller: Associate Creative Director

Mark Cervarich: Sr. Programmer

Kai Yen: Director of Technology Development

Sarah Brennan: Creative Services Coordinator

Mark Overbaugh: National Director, Creative Services

Lyle Breems: Service Manager

Leslie Salmon: Sr. Partner, Managing Director

Jason Peterson: Sr. Programmer

Doug Shonrock: Sr. Consultant

Dan Daneshrad: Sr. Programmer

John Duffield: Executive Producer

Megan McGovern, Creative Services, Freelance

JWT INSIDE

2425 Olympic Blvd.

2200-W Santa Monica, CA 90404

(310) 309-8297

megan.mcgovern@jwt.com

Peter Price, Interactive Consultant

JWT INSIDE

221 Yale Ave. N., Ste. 520

Seattle, WA 98109

(206) 516-3045

peter.price@jwt.com

DIVISION: CORPORATE
CATEGORY: NEW MEDIA CREATION

NETAPP

PROBLEM OR CHALLENGE TO BE ADDRESSED

Enabling customers and partners to get a deeper understanding of how our products and solutions work at a technical level. We needed a communication vehicle that could not only describe how best to implement our technology, but also give a visual to our audience on how various solutions interoperate within one's current IT environment.

--In the past, the best way to decipher technical information and show how products and solutions interconnect has been to literally stand in front of a whiteboard and map out one's technical infrastructure. This scenario, in turn, causes companies to increase their travel budget because system engineers were required to be in front of their audience to deliver diagramming. Soon, companies started videotaping these whiteboarding sessions and posting them on YouTube. However, this presented both audio and visual issues, as the viewer was always forced to look at someone's back while straining to hear what was being said.

SOLUTION/TOOLS USED/RESULTS

We took this problem and developed a solution that allowed our audience to clearly hear the messaging and clearly see the diagram that was being drawn out. We restructured our studio set up and integrated additional cameras and a Wacom tablet so we could capture the best audio and visual quality.

We hooked up a Wacom tablet (a monitor that can be "drawn on") to a computer system with Adobe Photoshop, which allowed the speaker to animate their drawings in a more aesthetically pleasing manner than a standard whiteboard. Using the Wacom tablet's pen, the speaker can draw their entire presentation via computer, which is captured by our studio's scan converter and put to tape. This live capture of animation is edited together with the speaker addressing the camera, thus creating a final video that incorporates a visually engaging diagram, while delivering the highest audio quality of the speaker's messaging.

Think Etch-a-Sketch flashing on your screen while the speaker describes the diagram as it's being drawn out. It paints a clear picture and delivers the message in an easily digestible format.

We call this program NetApp Play-by-Play and leverage YouTube, a social media site that is accessed by millions upon millions of people.

The NetApp Play-by-Play program was originally targeted at current customers, prospects, and partners so they could get a deeper understanding of NetApp products and solutions and how they work within ones IT environment. However, as the program grew, we found that not only are customers, prospects, and partners leveraging these videos, but our own internal employees are using these videos to get a refresher on their current knowledge or even a stronger understanding on how our products and solutions work.

—Our goal was to improve upon the standard whiteboarding delivery, to create a visually engaging, educational video series to be leveraged externally.

—Create a solution that allows our company to communicate technical messaging worldwide to our customers, prospects, partners, and even employees so they can get information immediately and get a deeper understand of our products and solutions. Information needs to have a high quality video and audio and need to be open to anyone.

—Our goal was to deploy a solution via YouTube using a Wacom tablet (a monitor that can be “drawn on”) to a computer system with Adobe Photoshop, which allowed the speaker to animate their drawings in a more aesthetically pleasing manner than a standard whiteboard. Using the Wacom tablet’s pen, the speaker can draw their entire presentation via computer, which is captured by our studio’s scan converter and put to tape. This live capture of animation is edited together with the speaker addressing the camera, thus creating a final video that incorporates a visually engaging diagram, while delivering the highest audio quality of the speaker’s messaging.

—Main obstacle was taking a solution that already worked, standard whiteboarding, and applying it in a new format what was easier to digest and understand.

Tools

Wacom tablet

Adobe Photoshop

Sony F-350

YouTube

Mac Final Cut Pro

NetApp’s Social Media Team

Upon launch, NetAppTV saw a 303% increase in views over Q3

Maintain a 50% increase in NetAppTV views quarter over quarter

Quarter over quarter, NetAppTV subscribers increased on an average of 47%

Captured #1 share of voice versus the competition last two consecutive quarters

These results prove we are getting the viewers and that we have an audience that needs this information.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

Sarah Tompkins: Program Manager, Social Media
NetApp
495 E. Java, Sunnyvale, CA 94089
(408) 822-7301
sarah.tompkins@netapp.com

DIVISION: CORPORATE
CATEGORY: NEW MEDIA CREATION

FREDDIE MAC

PROBLEM OR CHALLENGE TO BE ADDRESSED

In late 2008, homeowners faced one of the worst economic downturns and housing crises in recent history. As a result, many people were left in jeopardy of losing their homes. During one of the greatest financial challenges, homeowners were not reaching out for help due to fear, intimidation, and lack of information. Foreclosure rates continued to rise due to lack of awareness.

Homeowners needed to be educated with information and advice on how to save their homes and avoid foreclosure. They needed consistent, accurate information on what to do when facing foreclosure; who to contact to discuss workout options; tips on document preparation; and most importantly, reassurance that help is available.

Primary: Homeowners in danger of foreclosure.

Secondary: General public, lenders, and partners.

— Alleviate homeowners' fear of foreclosure by increasing their understanding of foreclosure prevention options; either through the President's 'Making Home Affordable' Initiative or Freddie Mac.

— Educate homeowners with practical tips, tactics and advice to avoid foreclosure.

— Freddie Mac launched a Foreclosure Prevention Education Campaign in response to the nation's high foreclosure rate. The purpose was to encourage homeowners to reach for help and take advantage of available resources.

SOLUTION/TOOLS USED/RESULTS

Working with Medialink, Freddie Mac launched a strategic consumer education and outreach campaign that incorporated friendly and easy-to-understand multimedia communications.

Phase I: Reach homeowners across TV, Radio, and Web

1) A Satellite and Radio Media Tour gave Freddie Mac the opportunity to have a senior officer communicate live on television and radio directly with the media and public about foreclosure prevention options.

2) In order to reach additional homeowners, provide support to the Satellite Media Tour, extend the message beyond the tour date, and ensure that Freddie Mac received the most return on their video footage, Medialink shot B-Roll and Sound Bites — which were not only distributed to newsrooms, but packaged into subsequent Web videos. The Web videos were distributed with a news release and other media assets (stills, logos, educational links) and then distributed to online news/blog sites and social media networks via Medialink’s Interactive News Release.

http://inr.mediaseed.tv/FreddieMac_36441

Phase II: Reach homeowners across TV, Radio and Web (Hispanic-targeted audience)

3) Medialink developed a similar strategy to reach Hispanic audiences. We created new video content and tailored messaging and placement to specifically target Hispanics. Interactive News Release link: http://inr.mediaseed.tv/FreddieMac_36793/content.aspx

— Medialink’s Media Relations team pitched media outlets and booked interviews for both phases of the Satellite and Radio Media Tours. For both phases, the videos Medialink created were distributed through its Interactive News Release, which allowed Freddie Mac to complement their press release and repurpose videos, various links to educational material and agencies, and images and logos.

The Interactive News Release also included tools to allow homeowners to email the video to friends, and/or embed or bookmark the video onto their blogs or social network channels, such as Facebook, Twitter, or Delicious. The Interactive News Release includes over 30 social networking tools, and features one of the most robust multimedia and consumer-friendly tools available to help organizations communicate with their audiences. It helps bridge the gap between traditional and new media communications.

— There are always challenges when producing and shooting video across different states and locations, which includes the Freddie Mac headquarters (in northern Virginia), Wheaton, Maryland and New Jersey. However, the bigger challenges were making sure that information was always current (due to evolving programs) and the need to quickly update homeowners on new resources, workshops, and new options to avoid foreclosure.

Medialink Only

Medialink partnered with Freddie Mac to develop a comprehensive media strategy, scripts, and shoots for video, while Medialink put together all the multimedia components and distributed it in its Interactive News Release.

- The Interactive News Release for Phase I “How to Keep Your Home and Avoid Foreclosure” reached an audience of 159,983,000. This included 218 Web clippings and 3,084 page views across both mainstream video-sharing sites, on local news’ site and vertical financial blogs.

- The Interactive News Release for Phase II, “Freddie Mac YouTube Video Shows Delinquent Borrowers How to Make More Effective Phone Calls to Servicers,” reached an audience of 155,818,000. This included 208 Web clippings across video-sharing sites and local news’ sites.

Freddie Mac was able to successfully use video and online media to educate a broad range of consumers on ways to avoid home foreclosure. The communications were friendly and easy to understand.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

Jared Rothberg
Marketing & Sales Coordinator
Medialink & Freddie Mac
708 Third Avenue
New York, NY 10017
(212) 812-7156
jrehberg@medialink.com

DIVISION: CORPORATE
CATEGORY: NEW MEDIA CREATION

DAILY GROMMET

PROBLEM OR CHALLENGE TO BE ADDRESSED

It's human nature to want to be “in the know” and share fresh, exciting finds—whether they are products or experiences—with your friends. Thus, it is relatively stunning that social media and e-commerce have not been effectively merged.

As Charlene Li has written, The one activity I find completely missing from social networks—that I think really made the Internet go mainstream—is shopping.

But how to create an e-commerce business that merges these two gigantic online arenas? Some kind of combination of content, commerce, community and conversation?

SOLUTION/TOOLS USED/RESULTS

In starting our business, we decided our challenge would be to provide a community-powered product curation and story-telling experience super-charged by online word of mouth and recommendations.

Daily Grommet (<http://dailygrommet.com>) creates a unique word-of-mouth campaign for a different, inspired product every day of the week, and we do it in a very fresh way. But here's the rub: Social media is not commerce media. People do not want to become shills in their social environments. Yet news and information are the currency of social media. If done appropriately, there's a wonderful opportunity for “product stories” to become part of this online information flow. How could we use the tools and platforms common to Web users (Facebook, YouTube, Twitter, blogs, etc.) to credibly introduce innovative products and services?

Our target audience is women ages 25 to 45, who identify with these cultural trends:

- Information overload. People are on tilt and crave simplicity.
- Thoughtful consumption. The economic downturn accelerated an existing strong trend: to think more carefully about the products we buy and welcome into our homes.
- Seeking meaning and storytelling. People love to know the “back story” of a product. It can be a story of invention, or social benefits, or green features, or technical innovation, or craft. These stories enhance any object or purchase and bring deeper meaning to the use and enjoyment of a product.

- Long tail and support for “the little guy.” People are tired of nameless, faceless products. They have a natural and increasing bent to support the little guy and the truly innovative product producers.
- Time-starved. But no one has the time to seek them out.
- Trust. People appreciate trusted sources for product information. They want to know their sources share their sensibility and also take the time to really vet recommended products.

Our goal is to surface fresh and innovative product/service finds, utilizing social media tools and community recommendations, and to make sales via our robust e-commerce platform. Consider this old saw: “Build a better mousetrap, and the world will beat a path to your door.” Since when? Creating a great product is the easy part. The hard part is getting anyone to notice, much less care.

There are 30,000 new consumer products released every year in the U.S. Many of them really are better mousetraps. The best of them have wonderful stories of technical innovation, social enterprise, craft, problem solving, and green benefits. If only shoppers could hear these stories, meet these passionate creators, and hear from the people who love these products, these innovative and “little-guy” companies could really have a shot.

Enter Daily Grommet. Every day we curate one inspired and fresh product from among the thousands of submissions we’ve received from all over the world. We call these products “Grommets” and create a 24-hour word-of-mouth campaign to take that special product from relative obscurity to being discovered, shared, and bought. The campaign consists of bite-sized content that is welcome and appropriate in social media.

Daily Grommet developed a website and marketing plan that utilizes a number of platforms and technologies in combination (more detail in sections to follow). Five days a week we introduce our Grommet product stories with a short in-house video review. Our team of “real people” discuss the Grommet--how it came to us, what makes its special, and we focus on the creator of the product. We interview them and ask them to illustrate their own story.

Every time we launch a Grommet (at noon EST), we open up a live blog in which the actual Grommet creator chats with a brand new audience of people discovering their product. We get anywhere from 8 to 250 comments within the day. People ask questions of us and the product creator. They share advice about the product. And they tell their own stories.

We distribute this multi-media daily story broadly across the Web in places where large and relevant communities will welcome the news and information. We have developed followings on Facebook, in twitter, on YouTube, and through our participation in Yahoo's Shine program. We have created and distributed cross-platform widgets and partnered with prominent blogs. Although we are a young business, over 20,000 people a day see each Grommet. And, of course, the

unquantifiable part is how people share the stories in their own networks, online and off: “Hey! I thought you would be interested in this new ___.”

There have been multiple obstacles and challenges to be worked through; many of them current. Since this is an ongoing business and not a short duration campaign, we constantly struggle with new developments, information, opportunities, and changing needs and infrastructure. A few examples:

1) Video is a key component of our Grommet storytelling; we originally shot all our videos in our office once a week on studio day with a professional camera crew. We soon realized we needed more out-of-office content: product demos, production facility tours, and remote interviews. Our response was to develop video conferencing capabilities and competency with very simple consumer cameras, like the Flip. Our videos now consist of a mix of content shot by our office staff, Grommet creators, and assorted family and friends.

2) When we first launched the structure of our site, we weren't able to properly archive past Grommets. We only made sales of an item on the day it was featured; after that, it entered a kind of limbo. Functionally this meant that a shopper who discovered an item (via twitter or Facebook, say...) after it was featured could no longer buy it from us. We solved this by changing our site architecture to give all Grommets unique URLs and by setting up affiliate deals with suppliers who could fulfill orders after the feature date and give us a percentage cut.

3) An ongoing issue is channel management. We work hard to coordinate our messaging, and it's a challenge to maintain a uniform voice across all the different platforms we use. At the same time, we recognize that our audience on Twitter is somewhat different from our audience on Facebook, which is different again from the audience that checks in regularly at dailygrommet.com. And don't forget YouTube! Also there are blogs and partner sites where chatter about us crops up that we need to monitor and engage. In the early days there wasn't much traffic and one person could handle it but, as we've grown, we've had to develop better listening tools and tailor our responses to each medium—at times making special offers to one group as a thank you, or in response to a particular issue that resonates in one place more than another. There's been a lot more community management to running a business like this than we expected.

Daily Grommet has an in-house staff of seven, with the majority of community management and messaging handled by two people. These two manage the Twitter account (@dailygrommet, using primarily TweetDeck), Facebook (<http://www.facebook.com/dailygrommet>), and YouTube (<http://www.youtube.com/user/DailyGrommet>) as well as responding to comments on the Daily Grommet site and blog (wordpress), and comments that appear in the blogosphere.

Video production is handled by coBRANDiT (<http://cobrandit.com>). As mentioned previously, our production methods have changed since launch; coBRANDiT has been with us all the way. They built

us a basic in-office studio, provide professional 1 and 2 camera HD shoots as needed, got us started with Flip video cameras (plus assistance, training, and a tip sheet for new users), manage ooVoo video chats, and generally counsel us on content development and continuous improvement, all while handling daily editing of the content that floods in. They send us finished, compressed videos in the two formats we require and provide ongoing strategic assistance related to video distribution.

Pandemic Labs (<http://www.pandemiclabs.com/>) provides SEO and Facebook Ad strategy and services, utilizing google analytics and their proprietary brand-tracking tool.

Agile Commerce (<http://agilecommerce.com/>) developed the Daily Grommet website architecture, coding, and integrating the e-commerce platform, affiliate widgets, RSS feeds and social media functions, such as Twitter integration, email marketing, and commenting support.

We should also mention Alphabet Arm (<http://alphabetarm.com/>), creators of our visual identity, and Pod Design (<http://www.poddesign.com/>) for our website design.

We are a VC-funded startup, and at this point feel that the best measures of our success are not profitability (yet), but rather how engaged our growing customer base is, and how well we are able to drive interest in our partner vendors (the Grommets). Here are three statistics we are very happy about:

1. Grommet customers purchase at twice the frequency of Amazon.com customers
2. Conversion rates on our catalog range from 5 to 35%
3. The average number of user comments on a Grommet has gone up 500% since the first quarter of the business

Here are some examples of how Daily Grommet has directly impacted our partners' vendors:

- Laundry Tree SoapNuts. Contacted to be included in a celebrity swag bag at one of the big Oscars parties.
- Pacific Shaving, Maine Flame, Jill-able Vases, Pearl's Premium Lawn Seed, Food Should Taste Good, Living Proof Innovative Hair Styling Products, True Body: All caught the eye of various QVC reps who asked us to make the connection to these companies.
- Times Square Mirror. Featured in an iVillage Back to School roundup article.
- Pacific Shaving attracted the interest of an investor.
- Argand Cooperative was asked to be part of a celebrity gift bag for the Emmy's.

- Food Should Taste Good added over 400 new people to their fan club.
- Jill-able Vases as featured in the *Christian Science Monitor* Sunday magazine, print and online.
- Blush Topless Undershirts attracted a TJX Corp buyer's attention.

We feel great about the progress we've made, and where we're at now with Daily Grommet. While one can always wish to grow faster, the metrics and results listed above show us (and our investors) that we're on the right track. Marrying commerce and social media in an authentic, storytelling way (and helping shoppers discover great finds from the little guys) is what we set out to do, and it's happening! We've learned a ton (and expect to learn a lot more during the busy 4th QTR coming) and feel confident that our engagement numbers and sales will continue to increase. . . especially if the economy cooperates.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

Owen Mack — Chief of Strategy & Development
coBRANDiT
119 Braintree Street, #516
Boston, MA 02134
(617) 823- 9286
owen@cobrandit.com

Jules Pieri
Founder and CE
Daily Grommet
6 Wallis Court
Lexington, MA 02421
(877) 862-0222
jules@dailygrommet.com

CORPORATE NEW MEDIA CREATION

CHOA

PROBLEM OR CHALLENGE TO BE ADDRESSED

JWT identified three priorities that needed to be addressed. First, give potential applicants, employees, volunteers, and students a glimpse of what it takes to provide the best possible care for children. Second, differentiate CHOA in the static healthcare employer brand environment. Third, demonstrate how, as an employer, CHOA has the strength to provide the best possible work/life benefits for their employees.

SOLUTION/TOOLS USED/RESULTS

With the explosion of Web 2.0 development in social media and blogging, our creative recommendation focused around the concept of an employee blog-based website “areustrongenough.com” to serve as the “hub” for all communication.

The blog would help us meet all three of our stated priorities. First, by utilizing employee-generated content, the blog would stand as a testament to the authentic nature of “work life” at CHOA. These were, after all, the actual stories of real employees. Second, the healthcare industry has been slow to embrace all the social tools available in a “Web 2.0” world. By utilizing a blog format, and highlighting stories using video, the CHOA blog site would immediately set itself apart from the typical healthcare-related careers Web experience. Finally, as an ancillary Web site that supported CHOA’s main careers Web site, the new blog site would provide a new environment in which to tout CHOA’s employee benefits.

The target audience that JWT and CHOA aimed to reach is today’s more “plugged in” job seeker.

One of the central focus' of the blog was making sure that the candidate really understood what it was like to work for an amazing yet extremely challenging place. It requires a special kind of nurse to endure the emotional strain of caring for extremely ill children. The goal was to develop an interactive strategy that focused on this message, therefore, gaining a much more engaged employee for CHOA.

—An employee blog-based website would help us meet all three of our stated priorities. First, by utilizing employee-generated content, the blog would stand as a testament to the authentic nature of “work life” at CHOA. These were, after all, the actual stories of real employees. Second, the healthcare industry has been slow to embrace all the social tools available in a “Web 2.0” world. By utilizing a blog format, and highlighting stories using video, the CHOA blog site would immediately set itself apart from the typical healthcare-related careers Web experience. Finally, as an ancillary website that supported CHOA’s main

careers website, the new blog site would provide a new environment in which to tout CHOA's employee benefits.

—JWT worked with CHOA to develop an internal launch campaign to drive employee participation with the new blog site. The primary tactic utilized in reaching current employees was foray in which management shared the vision of the site with employees, and asked that they consider participating. To reinforce the foray, JWT created a simple creative campaign that lived within CHOA's walls and featured flyers, posters and HTML email blasts to employees.

To further sell employees on the creative concept, CHOA posted early story submissions on the corporate intranet. Additionally, the client had t-shirts printed with the question, "Are you strong enough to care enough to work here?" These efforts worked in concert to drive story submissions to the new blog site.

There were practical issues that needed to be dealt with before the concept would ever get off the ground. Primary amongst the issues was CHOA's server environment and IT situation. Simply stated, CHOA was not in a position to make the capital expenditures needed to bring the blog site to life, maintain it, or report on it. To circumvent the issue, JWT presented CHOA with a detailed maintenance for JWT to host the site, provide staff to maintain and monitor the site, and develop monthly reporting around site traffic and activity.

WordPress used as a content management system, within HTML programming. Banner Mountain set up the WordPress functionality, but JWT wrote, designed, and programmed the site.

The site has been live for external audiences since early February. Since its debut, feedback — especially internally — has been very positive. In fact, the idea has also received attention from local news outlets, as well as a few websites that focus on human resources and nursing.

- 12,000 visits to the site; 9,000 unique visitors
- Length of time on the site: 2 minutes, 45 seconds
- 75% are first-time visitors; 25% are repeat visitors
- 43% of all site traffic views a video blog entry
- Since the site launched, hiring goals/needs have been exceeded.

The purpose of the website was to provide interested applicants with information that allow them to determine if they are strong enough to work at CHOA. This question builds directly off the EVP, which is strong enough to care enough. There is anecdotal evidence from the client that indicates the web site is performing as they expected in terms of applicants and current employees (i.e., helping applicants learn what working at CHOA is about through real employee stories; and current employees are rallying around a site that highlights the significance of their daily contributions at work).

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

Nancy Caputo: Client Director

Julia Toth: Creative Director

Aisha Waller: Art Director

Pam Miller: Copywriter

Libbey Saelzler: Interactive Producer

Jessica Cobb: Account Service

Mark Cervarich: Programming

Michael Fountain: Digital Consultant

Megan McGovern
Creative Services Freelance
JWT INSIDE
2425 Olympic Blvd. Suite 2200-W
Santa Monica, CA 90404
(310) 309-8282
megan.mcgovern@jwt.com

Michael Fountain
Digital Consultant
JWT INSIDE
607 14th Street, NW Suite 300
Washington, DC 20005
(202) 628-2076 x103
michael.fountain@jwt.com

DIVISION: CORPORATE
CATEGORY: NEW MEDIA CREATION

MERIDIAN SYSTEMS

PROBLEM OR CHALLENGE TO BE ADDRESSED

Drive better results from our online presence, specifically search marketing.

We had done a good job at getting exposure to new prospects in the market place, but were not seeing actionable results or conversions to our online library of free research that we offer. We needed to better justify our investment into search marketing activities, which we instinctively knew was the right medium for us, and needed to put our money where our mouth was!

— Provide an easy-to-consume, compelling communication to prospective customers as the call to action for our Google Adwords campaigns. The call to action took visitors directly to our robust research library of case studies, research reports, and articles on the industry problems that our technology solutions solved. Our conclusion was that this was too much information, too soon in the customer purchase process — prospects were not ready to be bombarded with in-depth information, they needed a higher-level introduction piece that quickly identified our company, our solution benefits, and problems that we could solve for them.

— Meridian provides software solutions to project-based organizations that plan, build, and operate capital construction projects and facilities. We target medium to large organizations that spend hundreds of millions, up to billions of dollars on construction programs across several market sectors, including construction and engineering firms, private building owners, and public agencies. Our target audience profile includes Construction, Engineering, and Real Estate executives within these organizations.

SOLUTION/TOOLS USED/RESULTS

Our goal was to develop a compelling, multimedia tool to communicate Meridian's high-level value and how we deliver construction project control on complex capital projects. Our communications tool needed to be short and to the point, while visually engaging the listener and keeping our abandon rates low.

Our plan was to create a three-minute video that was professionally done, with voice-over narration and graphics that incorporated our branding and screen shots that communicated 'technology' without boring the viewer with a detailed demo. The video would be served through Meridian's Google Adwords accounts and featured in select ad groups, with customized landing pages to drive conversions to the videos and to our opt-in marketing database.

The final video product was deployed in January and unveiled at our January Sales Kickoff event. Google Adwords campaigns and optimized landing pages were updated and tested in the calendar Q2 timeframe.

Even though we have internal design staff, we were concerned with the time it would take to script, storyboard, and produce the video in-house as well as to design and implement customized landing pages to promote the video in our search marketing campaigns (Google Adwords). Additionally, we knew it would be challenging to finalize content, as we had many internal stakeholders to satisfy, and our messages tended to be in-depth and content heavy. Outsourcing the video production to a company that specializes in the script development and provided a turnkey development process solved these issues. Their team kept us on track, and having an outsider moderate the script writing process, helped us get to consensus more quickly and result in a better result.

- 1) AngelVision, who created the movie
- 2) Search Mojo, consulting agency that guided us on landing page strategies and assisted us in implementing our landing pages test, as we testing the Video call-to-action against a whitepaper resource call-to-action
- 3) Google Adwords, to execute the campaign and administer landing page tests
- 4) HTML landing pages deployed on the Meridian Systems website

Internal Meridian Marketing team led the initiative as follows:

Director of Marketing has budget authority and oversaw and contributed content to the components of the programs; Marketing Programs Manager, who managed day-to-day tasks, project schedule and vendors involved; Web Solutions Manager, who drove technical implementation of custom landing pages.

The AngelVision company was hired to drive production of the three-minute video; our marketing program manager managed interaction between AngelVision and Meridian team members, and provided extensive input to the script. We focused a lot of time to ensure we delivered a message around value and solving customer problems, and only lightly touched on features/functionality. Our model for ensuring our success was to define three customer scenarios/personas of how customers use our product stay true to incorporating those into our script — it was not easy and took several script rounds, but this investment made the product go much easier, leaving us with a higher quality video product.

Search Mojo is the SEO consulting company that guided our strategy to implement custom landing pages for our Google Adwords campaign, and worked with our web developer to write the scripts and get optimized page designs implemented on our site. They configured our A/B tests, where the custom 'Video' landing page ran against our existing 'Whitepaper'

landing page. The test was launched in June, and our consultant tracked the results for us each month. At the end of August, we determined that the Video landing page was the winner.

The results of this initiative speak for themselves. In June, we launched the custom-landing page offering the three-minute video and tested it against the existing landing page for a featured whitepaper. Impressions, click through rates, and conversion rates were track from June 22 through August 3 to determine which communication piece performed best. The three-minute video landing page had significantly better results, including 57% more impressions, 46% more click-throughs, and 26% more conversions than the existing whitepaper landing page. Since that time, Meridian has converted all Google Adwords campaigns to a Video call to action redirected all traffic to the custom Video landing page. In the most recent month of results, from August 3 through September 3, Meridian stats have continued to improve — including a drastic 17.5% increase in the number of conversions and a decrease in cost per conversion of 13.3%.

Our goal was to develop a compelling, multimedia tool to communicate Meridian’s high-level value and how we deliver construction project control on complex capital projects. We successfully delivered that by focusing this communications piece around illustrating customer scenarios in our video content. The Video resulting in a compelling but short communications piece those prospects were willing to watch, as evidence by our landing page statistics as noted in the results field. As a marketing team, it was rewarding to see a communications tool impact our lead generation activities so dramatically and to see the specific results on our pipeline.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

Sue Watkins, Director of Marketing
Meridian Systems
1720 Prairie City Road, Ste 120
Folsom, CA 95630
(916) 294-2136
swatkins@meridiansystems.com