

Case study

C' LEVEL LEAD GENERATION CAMPAIGN



marketing**options**
INTERNATIONAL

Cognizant high impact direct mail



Cognizant

FAST FACTS

Company

Cognizant (Nasdaq: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services.

- 78,400 employees
- €3.93 billion revenue

Project

- High impact 'C' level campaign
- Multiple touches
- Rolled out across Europe
- Awareness, lead generation and nurture
- Thought leadership content creation

Challenges

- Lack of awareness of Cognizant in Europe
- Needed to do something different
- Campaign needed to be rolled out to Europe therefore required translating and tailoring to ensure maximum success in each region

Results

- 50 responses
- 5.3% response rate

Cognizant 'C' Level Lead Generation Programme results in 50 responses, a 5.3% response rate.

Requirements

Cognizant wanted to raise awareness and position themselves as a leading provider of global outsourcing services to target organisations throughout Europe.

To achieve this Cognizant approached Marketing Options International (MOI) in order to develop a campaign that would have impact, be remembered and drive business opportunities.

"I chose to work with Marketing Options International as I have total faith in their approach and methodology. The work they delivered has resulted in a real buzz both internally and externally and generated 50 high quality responses" Fred Janssen, CE Marketing Director, Cognizant.

Challenges

Senior IT professionals get bombarded with a plethora of marketing messages so it has become virtually impossible for organisations to engage with this audience. The main challenge was grabbing the attention of this intelligent, time starved audience.

MOI needed to create a unique campaign that would have maximum impact, gain the attention of senior IT professionals and offer real value.

The campaign needed translating and tailoring to ensure a successful rollout across Europe.



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Solution

In order to successfully engage with the target community a fully integrated high impact campaign, with multiple phases and multiple touch points was created.

The target community was segmented into two Tiers: Tier 1 - key decision makers and Tier 2 - key influencers.

Tier 1 received a high impact direct mail. This was a safe with a key. Once opened successfully the recipient could access a content piece entitled, "Top Secrets to IT Success".

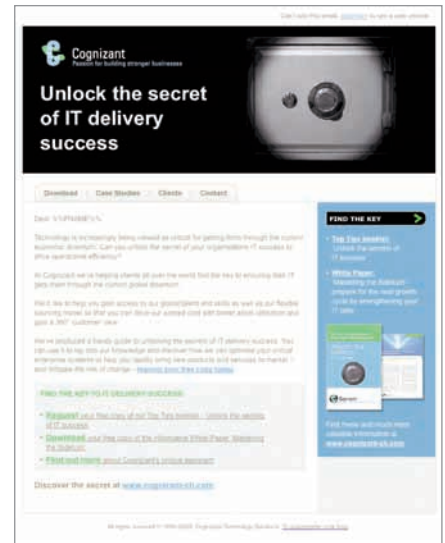
Tier 2 received a single piece mailer, which looked like a locked safe. The door could be opened using a perforation, and revealed the messaging which drove them to the website to download the "Top Secrets to IT Success".

Both Tier 1 and Tier 2 were also touched by an email campaign directing the target market to a microsite that offered additional information such as case studies, event information and supporting collateral in order to increase awareness. Within 2 days of the campaign landing the target market were also touched with telemarketing.

Results

The pilot programme – rolled out in the Nordics and Benelux – resulted in 50 responses, which was a 5.3% response rate.

Due to its success the programme has been adapted for execution in Switzerland, Germany and Austria.



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