

CASE STUDY / SUN MICROSYSTEMS: GO TO MARKET

# “CAMPAIGN IN A BOX”: A FULL-CYCLE, TOTALLY INTEGRATED, EASILY DUPLICATED MARKETING PROGRAM FOR QUICK AND EFFICIENT GLOBAL DEPLOYMENT

OIC and Sun Microsystems developed a shorthand for creating marketing communications. Working together, the agency gained an intimate familiarity with Sun’s products, services, sales cycles, and corporate culture. At a time when Sun was launching multiple products concurrently, they turned to OIC for a quick-to-develop, easy-to-deploy marketing campaign template.



1. Demand-Generation Materials, 2. Customer Solution Day Materials, 3. Internal Marketing, Sales Materials, and Telemarketing Script, 4. Solution Materials, 5. Concept Development, 6. Over Arching Messaging

## CHALLENGE

Sun’s sales cycle required the creation of both internally- and externally-facing product/service awareness, a significant amount of education to drive persuasion, messaging variations to accommodate both vertical markets and geographies, and follow-up materials to ensure customer satisfaction and loyalty. The company launched as many as eight products per quarter and needed flexibility in order to meet a variety of objectives as well as to resonate with distinct audiences on a global basis.

## SOLUTION

OIC developed a templated campaign format that enabled marketing managers in North America, EU, and EMEA to pick and choose from an array of merchandising collateral, campaign themes/ concepts, and messaging blocks to best achieve their unique objectives. As part of every launch, we created knowledge guides to inform the sales team on products, selling points, target audiences, and more. We wrote telemarketing scripts for both inbound and outbound calls. We provided direct mailers, brochures, Web banners, and email templates. And we produced a “Customer Solutions Day” event series.

The agency uploaded all assets to a collaborative site where marketing managers could mix and match collateral elements. A “how-to-deploy” execution guide enhanced ease of adoption.

We referred to the kit in its entirety as a “campaign in a box.”

## RESULTS

While achieving cost efficiencies through a “build once, deploy many” model, Sun gained the ability to define and target customers around the world and to seamlessly launch multiple campaigns simultaneously. Program adoption was widespread as the approach became the model for campaign execution.

**/ DEVELOPED A TEMPLATED CAMPAIGN FORMAT**

**/ SUN GAINED THE ABILITY TO DEFINE AND TARGET CUSTOMERS AROUND THE WORLD AND TO SEAMLESSLY LAUNCH MULTIPLE CAMPAIGNS SIMULTANEOUSLY.**