

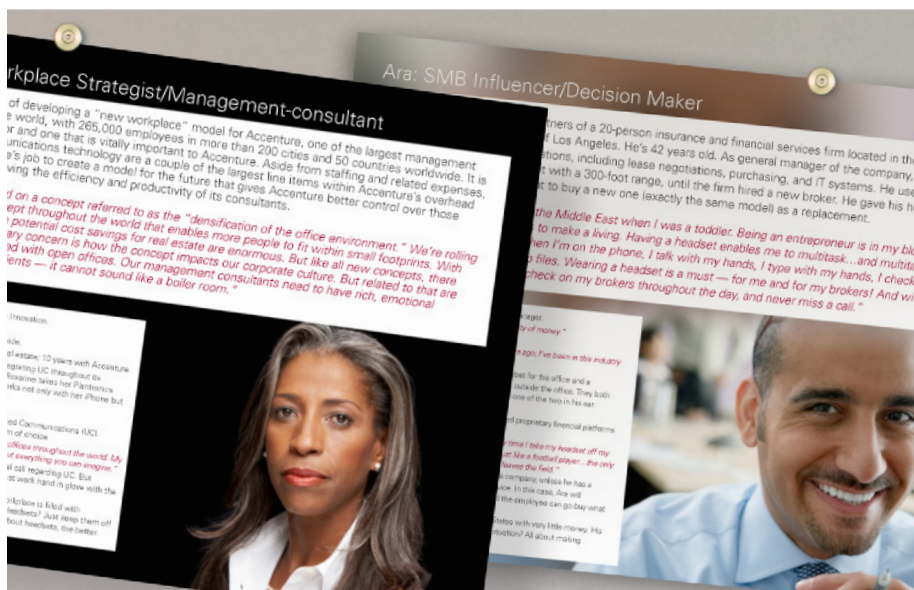
CASE STUDY / PLANTRONICS: INSIGHT-DRIVEN CAMPAIGN

ALL THE RAGE: OIC POSITIONS PLANTRONICS AS A SOLUTION FOR WORKER DISSATISFACTION IN THE OPEN OFFICE

SMB campaign targets decision makers with timely, relevant thought leadership and sets up Plantronics for new business development success.



Video and E-book



Persona development

SITUATION

The workplace environment has changed, and SMB decision makers are faced with competing interests: cost pressures to densify their office footprint versus the reality that a noisy “open office” creates challenges with worker satisfaction, collaboration, and productivity. No matter what the roles, leadership needs practical, actionable solutions.

AUDIENCE

SMB human resources, operations executives, and company leadership.

CHALLENGE

Open offices are a growing reality — and a ripe market for Plantronics headsets and technology. Operations managers are being asked to satisfy both cost pressures and employee performance. How could Plantronics compellingly illustrate open office—plan challenges, demonstrate its expertise, and present itself as the solution?

STRATEGIC APPROACH

We conducted interviews with a handpicked audience that ranged from operations and human resources to director-level management. Personas were crafted and synthesized into a “Consolidated Portrait” — a customer composite highlighting commonalities. From there, we created a “Key Insight”: *When I know my voice is heard, nothing can stop me. And when everyone in my organization is given that opportunity, we win.* This Key Insight was the North Star for the creative.

SOLUTION

A customer journey should follow deliberate steps: get a target’s attention, pique their interest, show how the brand can help, and demonstrate a solution. To get attention and pique interest, we illustrated the problem — noise in the open office. We took both a cerebral and an emotional approach via a campaign of e-books, a website, and two videos. The first video, with compelling motion graphics, shows how Plantronics can help; the second, with testimonials, shares how Plantronics confronted the challenge of its own open office. Each video is complemented by an e-book that further explicates the challenges, positions Plantronics as an expert, and presents how its product offering can provide solutions.