

USING THE WOW FACTOR TO CHALLENGE PERCEPTIONS

What started as an interested observation of a client's new laptop, became one of the most effective integrated demand generation campaigns we've ever run. Our team were in one of our regular campaign performance review meetings with Dell's marketing lead, when he reached for his new ultra-thin device (obviously with Intel inside....). "Wow" said our strategy chap, "I didn't realise Dell made laptops that nice...."

The conversation moved fast and it became clear that we were not the only ones for whom the pace of innovation and introduction of stylish design had gone unnoticed – IT decision makers buying across the Dell mobile computing portfolio for their organisations were equally unaware.



Background:

When it comes to purchasing mobile computing hardware for the multiple users, IT decision makers within Enterprise organisations face a number of challenges – not least, managing & meeting differing desires, requirements and peer pressure; from senior management (and marketing executives) demanding a certain type of notebook, while meeting the volume and cost needs to equip mainstream colleagues with the right products.

So many different roles, attitudes, seniority and usage applications – and the perception no one brand was able to fulfil all requirements.

Add to this a high level of competitive clutter all making multiple conflicting claims for the thinnest, lightest, most desirable brands and the limited differentiation in the minds of our audience and the communication challenge was real.

Our Strategy:

Use the new Dell Latitude 7370 as a flagship product to reinforce Dell credibility and innovation credentials – to stimulate the reaction "I didn't know Dell could do that". In doing this we were able to position the 7370 as a genuine contender in the premium notebook category in terms of innovation, performance and kudos. Up with MacBooks and the like – in our view more distinctive and interesting (but we are biased).

In addition we sought to communicate that the high standard and level of innovation is continued throughout Dell's portfolio to generate belief and confidence that IT decision makers can match product to role within their organisation, regardless of seniority, requirement and vanity.

And finally, while we were at it, we also reinforced the genuine value of Dell 'support services' to IT departments – including Command Suite and other appropriate services that make an IT manager's life easier.

Our Approach:

Dramatise the Dell difference – and overtly challenge perceptions with an impactful, memorable and engaging idea that stimulates and encourages consideration of and dialogue with Dell in an integrated multi touch campaign to maximize impact, efficiency and ROI

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*actual size



The world's thinnest bezel

Small and light doesn't have to mean basic. Certainly not when it comes to the Dell Latitude 7370 with Intel® Core™ Processors which packs in a rich mix of our latest and greatest innovations.

These include the InfinityEdge™ display, the world's thinnest bezel that maximizes the available display area.

To this we add:

- UltraSharp™ QHD+ 13.3" anti-glare screen with touch screen functionality
- Corning® Gorilla® glass for best-in-class durability and touch experience

That's why the 7370 sits at the top end of the Latitude family – a comprehensive range of devices purpose-built to meet the needs of multiple roles, and the multiple users you need to support. And of course, it's all backed up by Client System Management services that make our products the most manageable business-class devices in the world.

We'll be in touch shortly to explain more. Or you can learn more now at www.dell.co.uk



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Our idea:

* actual size

Adopt a proven and familiar advertising technique and claim – and physically put a replica of the flagship product itself in their hands. We created an 8 page printed booklet to showcase the actual size and shape of incredible flagship laptop and highlight the innovations that run throughout the portfolio. We sent these in a specially designed envelope to replicate the Latitude protective sleeve to each and every one of our selected named key IT decision makers in 1200 Enterprise organisations (500 contacts per burst).

The direct mail was enhanced and supported with *actual size e-mail engagement and social media exposure and a campaign landing page to reinforce the message and maintain awareness, we prioritised calling activity to those who responded to the digital and social activity and engaged with one to one telemarketing to convert awareness & interest to opportunities

Detailed & ongoing reporting was integrated into Dell systems and sales teams, with our own unique lead management process including our Lead Handover service to maximise conversion from MQL to SQL and maximum pipeline ROI.

Results:

WITH QUANTUM	
Channel engagement achieved significantly above regional averages	Social – 37% lift in engagement Digital – 21% click through Direct mail – 19% uptake
Multi-channel demand generation	71 leads
Pounds to pipeline	£3m (net)
ROI for the campaign	x 37.5

WANT TO FIND OUT MORE ABOUT HOW QUANTUM COULD HELP YOU?

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