



2009 Silver Effie Winner

“Myth Busters”

Category: **Computer Software**

Brand/Client: **SAP**

Primary Agency: **Ogilvy & Mather**

Media Agency: **MindShare**

Strategic Challenge

For more than 36 years, SAP has focused on developing enterprise software that makes companies more efficient, more productive, and more profitable. That is why SAP is inextricably linked with the world's “best-run businesses.”

In order to grow and meet its aggressive long-term sales targets, SAP needed to reach out beyond the established and recognized customer base of large corporations that have helped to build its reputation (e.g. “Adidas runs SAP”) and further penetrate the more robust and more varied pool of midsize businesses.

SAP already had a track record with midsize companies¹ – in fact, more than 65% of its customers were small to midsize. And yet, research revealed that while a fair number of midsize businesses saw SAP as the “gold standard” in software, they also thought the company was **“too big,” “too expensive,” “too complex,” and “too slow to implement”** to be right for them. To win over this midsize segment, these myths needed to be busted.

In addition, SAP faced major competition against large aggressive marketers like Oracle and Microsoft and the more nimble competitors such as NetSuite Inc., Salesforce.com, and Lawson who were gaining market share by focusing on specific midsize business offerings.

¹ SAP defines midsize companies as those having between 1 and 2500 employees

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Objectives

SAP's long-term business goals are very aggressive. The company is seeking to expand its customer base by 2010 to reach 100,000 customers, with 40-45% in the mid-market. To help achieve these long-term goals, the 2007/2008 campaign needed to lay the ground work and:

1. Overcome the misperception among midsize businesses that SAP is only for big companies, by dispelling the four myths ("too big," "too expensive," "too complex," "too slow to implement")
2. Engage and nurture the target audience along the decision-making path with strong proof points and content that demonstrates that SAP is the ideal solution for midsize companies
3. Generate 120,000 inquiries from the small and midsize market between January 2008 and August 2008

The Big Idea

"You don't have to be big to be a 'best-run business.'"

As stated above, SAP's large enterprise customers are some of the most well known names in business – they are indeed some of the "best-run businesses." And although midsize companies aspired to use SAP solutions, they felt it was unattainable and not for them. **The big idea was to simply and directly dispel the four "too" myths and to prove to midsize companies that SAP understood their unique needs and could help them become "best-run businesses" too.**

This is a challenging, diverse audience. Extensive research told us that some midsize companies are growth engines, while others are comfortable where they are. Some act like Fortune 500 companies while others act like nimble start-ups. Some are manufacturers while others operate in the service arena.

But they definitely have some things in common. They couldn't afford to waste resources on long software implementations. Their competitive advantage was their nimbleness, and software could help them stay ahead of the competition.

Most of all, they are very tough customers. Their companies are very personal to them. Buying software is a "bet the company" decision that they take very seriously. They knew SAP made great software, but they needed to be convinced that it was right for them. We found that they were very straightforward and wanted very simple messages. Basically, we needed to "tell it to 'em like it is" (with proof) because they don't have time to waste.

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Bringing the Idea to Life

To reach the mid-market audience, SAP needed to speak with a new voice – one that was less corporate, more approachable and didn't take itself too seriously.

To that end, portraits of midsize business decision makers were used to deliver the message via a *personal revelation* in order to dispel the four myths regarding size, affordability, complexity, and speed of deployment. By communicating through these individuals who spoke with a witty “eye-to-eye” tone, SAP demonstrated its true understanding of midsize companies and provided a way to talk *with* its audience, rather than *at* them.

Talent selection was key to communicating with the audience in a more relevant and approachable way. The casting strategy called for down-to-earth talent who looked like real businesspeople rather than models. Individuals were chosen based on the audience's ability to relate to them and see them as midsize company decision makers.

At the heart of the campaign was a microsite where business leaders could explore deep content showing the breadth of SAP's experience with midsize companies, including midsize customer success stories, customer video testimonials, and information about SAP midsize solutions and services. This microsite provided the proof midsize business decision-makers needed in order to consider SAP further.

The media plan was developed to drive traffic to the microsite and support the creative strategy that SAP *can* be approachable and affordable. It needed to speak to the needs of the midsize business leader, while maintaining its strengths as a market leader.

As a specific example of this strategy, SAP and The Washington Post worked together to create a space on washingtonpost.com devoted specifically to midsize businesses. This space featured video interviews with relevant CEO's of midsize companies and also contained links to relevant midsize business news, resources, and other pertinent information. This program created an intimate dialogue between SAP and the midsize target, offering proof that SAP understands the needs of midmarket companies.

To reinforce its position as a market leader and a digital company, SAP also employed innovative new ways to drive users to the SAP campaign microsite. This was accomplished by using contextual and semantic ad serving techniques, interactive banners, and impactful media buys such as roadblocks and welcome ads. The campaign also employed a media-first execution with the New York Times where SAP took over all entry points to the website for the first three page views.

SAP also continued to utilize offline media to build brand awareness and drive people to the microsite, including print and television advertising. In addition, SAP capitalized on the awareness media with an integrated Demand Generation campaign to talk to those further along the purchase path and drive revenue into the sales pipeline. Demand Generation tactics including e-mails, white paper offers, and high-impact direct mail campaigns were all targeted to midsize decision-makers with messages that debunked the four “too” myths. The impact of these highly integrated efforts is evident in the results that follow.

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Communications Touch Points

<input type="checkbox"/> TV <input type="checkbox"/> Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Sponsorship <input type="checkbox"/> Product placement <input type="checkbox"/> Radio <input type="checkbox"/> Spots <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input type="checkbox"/> Print <input type="checkbox"/> Trade/Professional <input type="checkbox"/> Newspaper <input type="checkbox"/> Consumer Magazine <input type="checkbox"/> Print partnership <input type="checkbox"/> Direct <input type="checkbox"/> Mail <input type="checkbox"/> Email <input type="checkbox"/> PR <input type="checkbox"/> Events	<input type="checkbox"/> Packaging <input type="checkbox"/> Product Design <input type="checkbox"/> Cinema <input type="checkbox"/> Interactive <input type="checkbox"/> Online Ads <input type="checkbox"/> Web site <input type="checkbox"/> Viral video <input type="checkbox"/> Video skins/bugs <input type="checkbox"/> Social Networking sites <input type="checkbox"/> Podcasts <input type="checkbox"/> Gaming <input type="checkbox"/> Mobile Phone <input type="checkbox"/> Other _____ <input type="checkbox"/> OOH <input type="checkbox"/> Airport <input type="checkbox"/> Transit <input type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input type="checkbox"/> Other _____	<input type="checkbox"/> Trade Shows <input type="checkbox"/> Sponsorship <input type="checkbox"/> Retail Experience <input type="checkbox"/> POP <input type="checkbox"/> Video <input type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input type="checkbox"/> Guerrilla <input type="checkbox"/> Street Teams <input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input type="checkbox"/> Buzz Marketing <input type="checkbox"/> Ambient Media <input type="checkbox"/> Sampling/Trial <input type="checkbox"/> Consumer Involvement <input type="checkbox"/> WOM <input type="checkbox"/> Consumer Generated <input type="checkbox"/> Viral <input type="checkbox"/> Other _____
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Additional Marketing Components:

None

Reach:

National

Total Media Expenditure:

\$10-20 Million

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Results

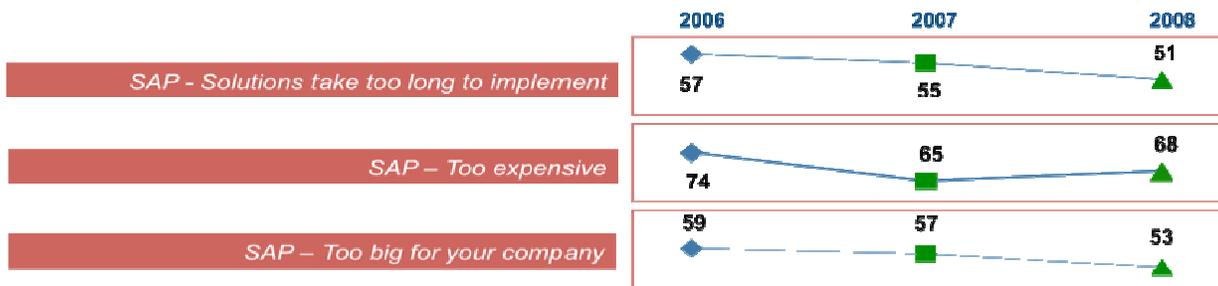
This campaign has met and exceeded all expectations, busting the four myths and helping midsize companies see that SAP is not just for big companies.

Most significantly, the campaign has surpassed its inquiries goal by 16% and is expected to contribute close to \$40 million in projected revenue².

- Year-to-date inquiries from the web were 16% higher than the target goal – with a total of 140,000 inquiries (versus 120,000 goal) generated between January and August 2008³.
- Based on inquiries and leads generated, projected revenue from campaign related activities is \$40 million between January and August 2008 alone¹⁰.

We have made significant progress in busting the myths, which likely contributed to the projected revenue, but also sets SAP up for future engagement with this target.

Among its target audience of mid-market decision makers, SAP enjoyed an increase in positive perceptions on the myths measured after the “Myth Busters” launch. From 2006 to 2007, it saw dramatic improvement, with continuing improvement or steady progress into 2008. Specifically, from 2006 to 2008⁴:



Note: The “Too complex” myth is not measured by the tracking study

The campaign generated a deep level of engagement, with over one million visits to the microsite since launch.

² Source: SAP U.S. Field Marketing Pipeline Report, August 2008. Note that revenue numbers are projections; actual sales results are not available due to the long sales cycle associated with an SAP purchase. Projections are based on SAP’s estimation of marketing contribution to U.S. pipeline at 19%; SAP expects 33% of Pipeline to close, equaling \$400M sales. 10% of projected sales revenue is expected to be generated by mid-size enterprises, equaling \$40 million.

³ Source: U.S. Field Marketing Pipeline Report, August 2008.

⁴ Source: SAP Global Brand Tracking Study, August 18, 2008

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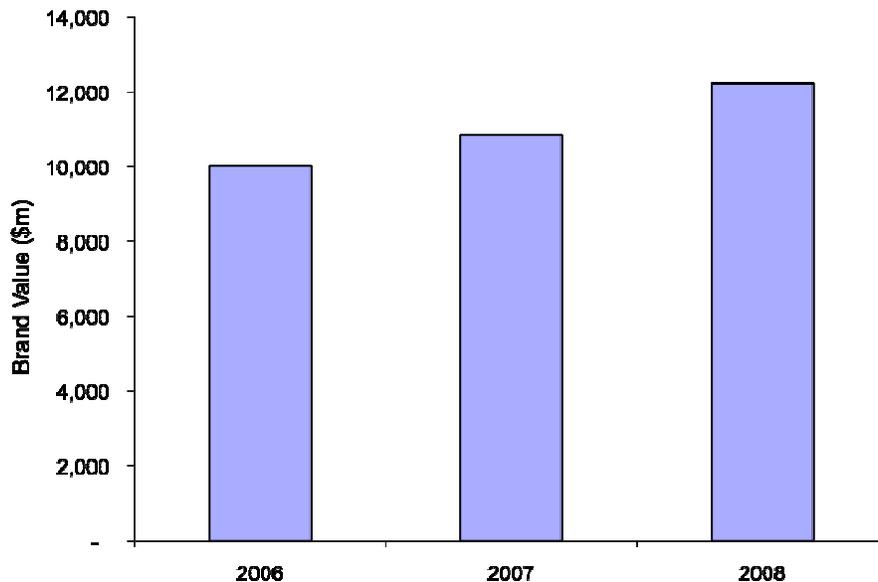
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Since the campaign launch in 2006, the microsite has received over one million visits where midsize decision makers have had an opportunity to watch real customer testimonials, read case histories of midsize companies like theirs, and engage with in-depth information about SAP's solutions for midsize companies.

- The campaign microsite received 346,060 visits during the September 2007 through August 2008 timeframe, or more than 10,000 visits per week during active⁵ periods for the campaign⁶
- Engaged visitors⁷ read an average of 5 pages of content per visit⁸
- Almost half (48%) of these engaged visitors reviewed SAP customer success stories by downloading a PDF, watching a video or listening to an MP3⁹
- 43% of the customer testimonial videos that were started (which are each 2 minutes or longer in length) were watched in their entirety¹⁰ (which is not typical for online content)
- Most importantly, 22% of engaged visitors completed registration forms to receive more information, a white paper or to find an SAP partner¹¹

Since the launch of the Myth Busters campaign, SAP has seen an 11.3% increase in its overall brand value, making it the 31st most valuable brand in the world¹².

In 2006, at the start of the Myth Busters campaign, SAP was ranked 34th on Interbrand's list of most valuable brands, with an estimated value of \$10.85 billion. Today, they are ranked 31st with a value of \$12.228 billion¹².



⁵ "Active" refers to a period when there is paid media supporting the campaign

⁶ Source: SAP Campaign Performance Dashboard, September 2007 – August 2008

⁷ Engaged visitors are defined as those visitors who consume more than one page

⁸ Source: SAP Campaign Performance Dashboard, April 2008 – August 2008

⁹ Source: SAP Campaign Performance Dashboard, April 2008 – August 2008

¹⁰ Source: SAP Campaign Performance Dashboard, April 2008 – August 2008

¹¹ Source: SAP Campaign Performance Dashboard, April 2008– August 2008

¹² Source: InterBrand Best Global Brands, 2006, 2007, and 2008 Listings

http://www.interbrand.com/best_global_brands.aspx?year=2008&type=asc&col=7&langid=1000

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Anything else going on that might have helped drive results?

To the best of our knowledge, there were no other factors that would have driven the results cited. The one exception is with regards to SAP Brand Value, which is driven not only by SAP marketing efforts but also by a host of other factors including the SAP product offering, market leadership, PR efforts, etc.

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