



SLP LAUNCH CAMPAIGN

ISA – NOVEMBER 2019

We are proud to announce the launch of the “Smart Loves Problems” campaign in India.

A high impact, high visibility campaign led by print, digital, social and events, the launch has been receiving great anecdotal feedback from the market.

Here are the details of the launch campaign.

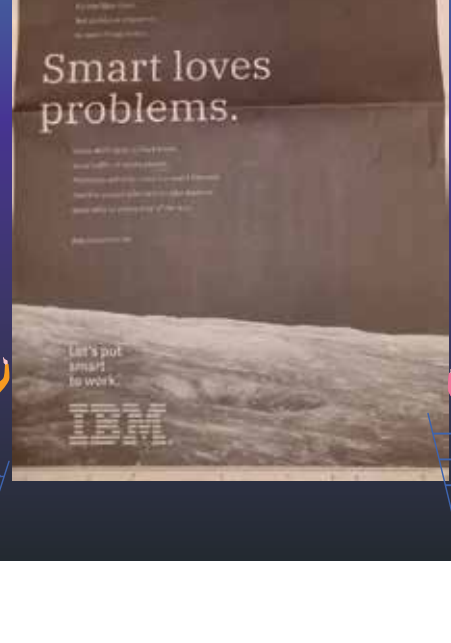


1. PRINT

High Impact Print Launch

To launch the campaign with maximum momentum, we partnered with Economic Times, the largest financial daily in India.

The objective was to set the premise and create awareness for SLP, before the other legs of the campaign took over. To this end, **we bought the front jackets of all the 8 major editions of ET, which gave us a potential readership of 1.6 million.**

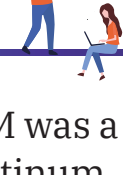


2. EVENTS

Gartner IT SYMPOSIUM | Xpo™

November 11 – 14, 2019 | Goa, India
gartner.com/in/symposium

The World's Most Important Gathering of CIOs and IT Executives™



The print launch was strategically timed to coincide with IBM's participation at Gartner IT Symposium, a signature IT event in India.

IBM was a platinum participant at this year's Gartner event.

The partnership gave IBM the opportunity to shake hands with the who's who in the IT industry, both in terms of customers and influencers.

THE PARTNERSHIP COVERED:

IBM Garage, a dedicated space at the event where customers and influencers could interact with IBMers. It also had a live demonstration of IBM Garage.

TV screens at the entrance of the Garage where the TVCs were running on loop.

Branding at multiple key access points in the venue, attracting eyeballs.



8-PAGE BOOKLET

In addition, we created an IBM Garage give-away in the form of an 8-page booklet, which included the SLP theme and launch cases, thereby bringing alive IBM's capabilities.

3. DIGITAL

In line with the print campaign, we bought high impact roadblocks across top publishers, whose websites are frequented by our core TG. These publishers include:

- Economic Times
- Livemint
- CNN
- Inshorts



The SLP Roadblock campaign delivered **24 million impressions and 76,000 clicks in JUST ONE DAY**

The Economic Times Roadblock (Desktop)
7.1 million impressions with 11,200 clicks

The Economic Times Roadblock (Mobile)
9.8 million impressions with 22,800 clicks

Livemint Roadblock (Mobile)
3.7 million impressions with 9,575 clicks

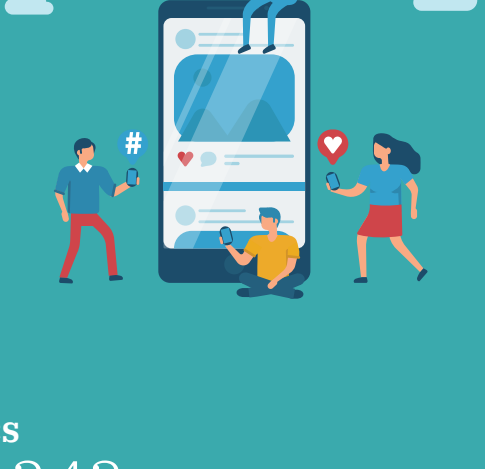
Inshorts Roadblock (Mobile)
3.4 million impressions with 32,300 clicks

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3.4 million impressions with 32,300 clicks

4. SOCIAL

Social Platforms

We are running the 30 sec TVCs on social channels, Twitter and LinkedIn. In 6 days, the campaign has achieved significant views on both platforms.



Twitter Campaign Metrics
Total Views: 45,243

SLP Problem Solver



SLP Zach GEN

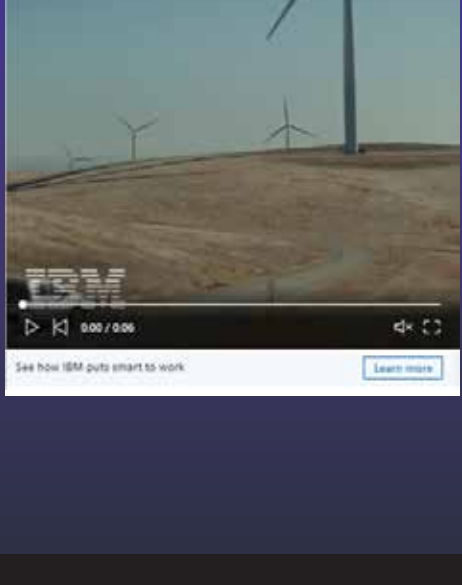


SLP Rashid GEN

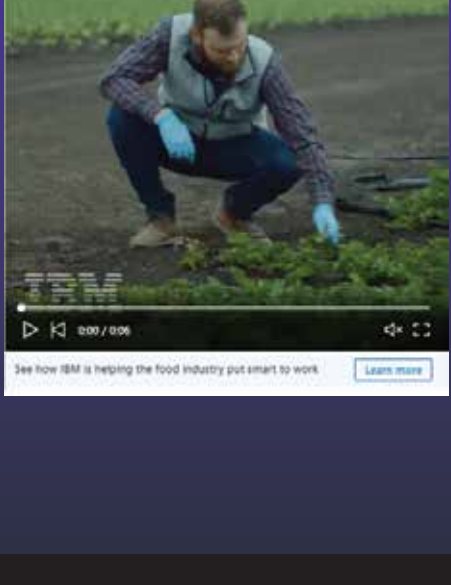


LinkedIn Campaign Metrics
Total Views: 7,742

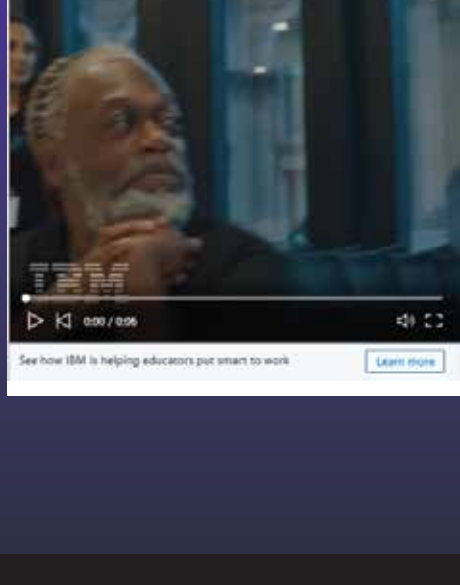
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By getting all media vehicles to fire at the same time, we have ensured that SLP in India received an impactful campaign launch, which was truly integrated.