

A SURGE IN SALES FOR FUJITSU: THE 10M SCANNERS CAMPAIGN

ONEGTM

THE REQUIREMENT:

CAPTURE THE IMAGINATION OF RESELLERS TO DRIVE MORE SALES

PFU (EMEA) had reached 10 million scanner sales worldwide in the summer of 2017. To leverage this landmark, they wanted an engaging partner campaign that would drive further sales. We needed to:

- build awareness of PFU as the market-leading scanner provider
- engage resellers to participate in PFU's Imaging Channel Program (ICP), strengthening relationships and building loyalty
- increase reseller participation rates
- drive incremental sales of PFU products and associated revenue

SOME BACKGROUND ON OUR CLIENT:

Our direct client was PFU (EMEA) Limited, a wholly owned subsidiary of Fujitsu Limited responsible for the marketing and sales of Fujitsu document scanners across EMEA.

FUJITSU



OUR SOLUTION:

CUT THROUGH THE COMPETITIVE NOISE

We knew that channel partners were already being bombarded in a crowded market. To protect its market-leading position, PFU needed to increase channel engagement and sales. Together, we created a long-running incentive campaign revolving around a prize draw to win places on a trip of a lifetime to Japan – the home of Fujitsu. High-value monthly prize draws were also featured.

Crucially, the campaign linked the number of prize draw entries – and chances of winning – to the number and value of sales registered. For sales to be eligible, resellers had to be members of our engagement programme and rewards scheme.

This approach enabled us to strengthen existing channel partner relationships, attract new partners, support channel partner business growth, reward individual sales and grow client revenue.

This approach enabled us to strengthen existing channel partner relationships, attract new partners, support channel partner business growth, reward individual sales and therefore grow client revenue.

REACHING OUR AUDIENCE

Our multi-channel communication campaign was delivered across social media, digital and CRM, using through-channel distribution and working with core distributors to drive reseller awareness and take-up.



WHAT WE DID:

CAMPAIGN MECHANIC AND AUDIENCE

Our campaign centred around a grand prize draw for channel partners to win one of eight available places on a five-day excursion to Japan in June 2018 – positioned as ‘The trip of a lifetime’. The campaign also featured monthly spot prize draws. Entries to the prize draws were linked to the volume and value of resellers’ sales. The more and the higher the value of their PFU sales during the campaign period, the more entries they gained into the prize draws.

For their sales to be eligible, resellers had to be members of both our reseller engagement programme (the Imaging Channel Program) and our loyalty scheme (Imaging Rewards).

CAMPAIGN THEME AND DELIVERY

The over-arching theme of the campaign was ‘This could be you’ – an aspirational route using stunning imagery of Japanese locations with a silhouetted, fragmented figure in the Fujitsu brand style that enabled our audience to visualise themselves in the scene. To build engagement, we staggered the campaign in three stages:

- Announcement teaser communications that thanked partners for helping PFU achieve 10 million scanner sales and created intrigue
- Japanese ‘Good luck’ proverb-led communications that launched the main prize
- ‘This could be you’ core communications that revealed more details about the trip of a lifetime to Japan, as well as promoting the monthly spot prizes and announcing winners



MORE OF WHAT WE DID:

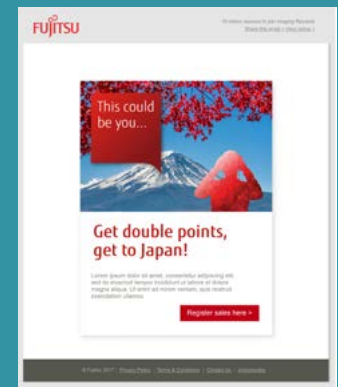
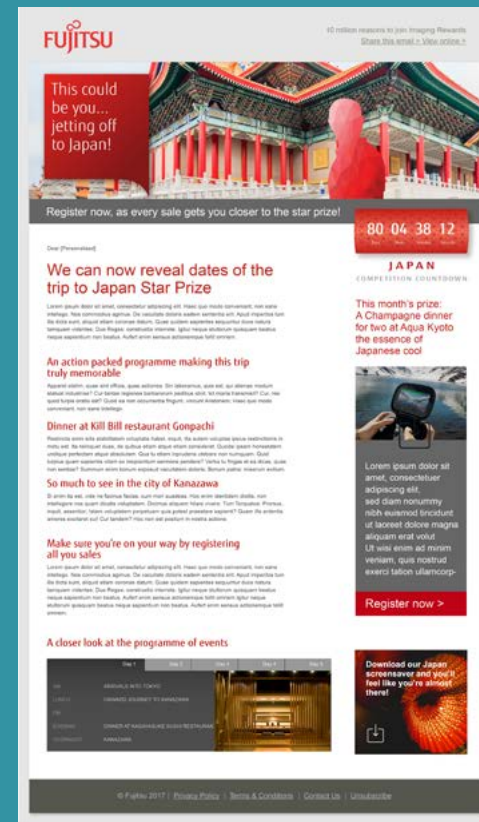
THE BIG PRIZE

The prize of a five-day trip of a lifetime to Japan included all travel, dining and luxury accommodation, Tokyo sightseeing with a Sumo guide and rickshaw rides, a free day and three days visiting the PFU HQ in Yokohama, the ProDes Center in Kanazawa and the PFU IT Fair in Tokyo.

One month before the campaign closing date, we sent a staggered series of countdown emails, dialling up the urgency to go for a final sales push to boost the chances of winning.

ONGOING COMMUNICATIONS STRATEGY

Ongoing weekly emails to each reseller segment-maintained visibility, built excitement, delivered monthly spot prizes and continued to drive take-up of ICP and IR membership.



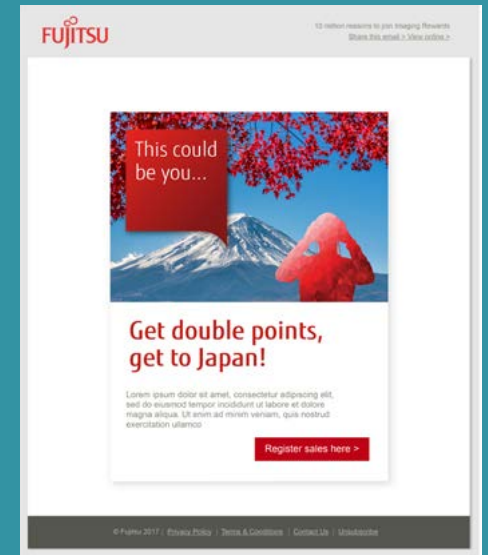
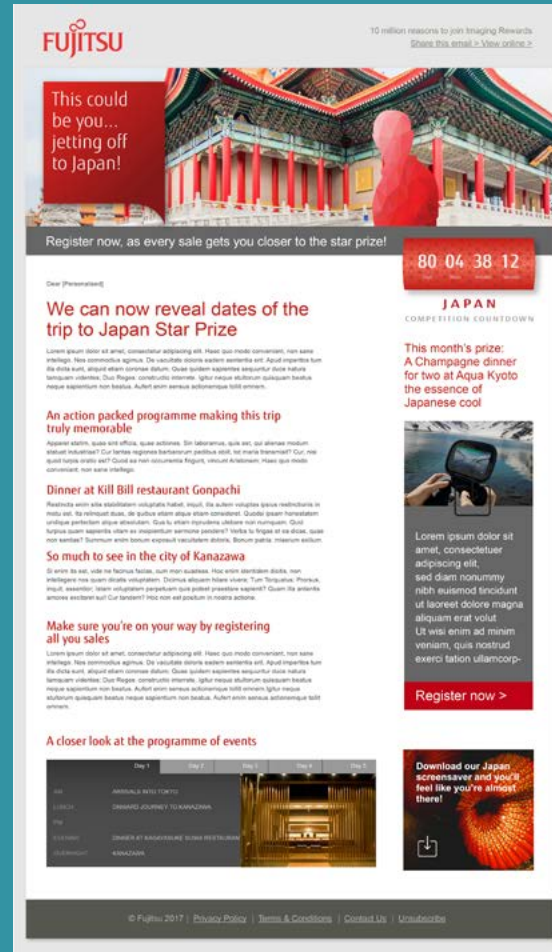
WHAT WE DID [CONT]:

THE BIG PRIZE

The prize of a five-day trip of a lifetime to Japan included all travel, dining and luxury accommodation, Tokyo sightseeing with a Sumo guide and rickshaw rides, a free day and three days visiting the PFU HQ in Yokohama, the ProDes Center in Kanazawa and the PFU IT Fair in Tokyo.

ONGOING COMMUNICATIONS STRATEGY

Ongoing weekly emails to each reseller segment-maintained visibility, built excitement, delivered monthly spot prizes and continued to drive take-up of ICP and IR membership.



OUR RESULTS:

WINNING BIG DESPITE SMALL CLIENT TEAMS AND BUDGETS

Working with our client's marketing department of just four people operating within limited budgets, we helped PFU to build stronger relationships with its existing channel partners, recruit new partners, drive more growth for its partners and grow its own revenue.

The exceptionally positive response of channel partners demonstrated a tangible heightening of the PFU/partner relationship. The increase in channel engagement was clearly reflected in the surge in the number of units registered.

All of which enabled PFU to consolidate its leading market position while achieving a significant boost to revenue.

What our client said ...

“

The targeting, messaging and timing of OneGTM's integrated campaign maximised our returns by building engagement over the extended campaign period. By creating the right incentive together and delivering it with

excitement and innovation, we took incentive-driven sales to new heights. With a marketing department of only four people working with OneGTM enables us to successfully deliver high volumes of communications – gaining buy-in from our sales teams and elevating our ICP and IR above the industry norm.”

Neil Walker
Head of EMEA Channel and Event Marketing
PFU (EMEA) Limited - a Fujitsu company



IF YOU LIKE
WHAT YOU'VE
JUST SEEN...

| *let's talk*
TEAM@ONEGTM.COM

ONE
GTM