



CASE STUDY

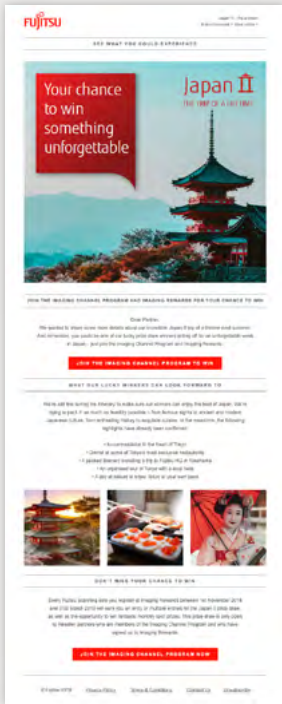
JAPAN

10 MILLION SCANNERS

CAPTURING THE IMAGINATION
OF RESELLERS



Launch email



Spot prize email



CAMPAIGN OBJECTIVES

With PFU (EMEA) having reached 10 million scanner sales worldwide in the summer of 2017, OneGTM wanted to create a campaign that would:

- 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

THE CLIENT

Rooted in technological skill, PFU (EMEA) Limited is the wholly owned subsidiary of Fujitsu Limited, responsible for the marketing and sales of Fujitsu document and scanners across EMEA.

CAMPAIGN SUMMARY

PFU (EMEA) Limited needed to cut through the competitive noise bombarding its channel partners 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 that revolved around a prize draw to win places on a trip of a lifetime to Japan, punctuated by high-value monthly prize draws.

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.

OUR APPROACH

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.

Winners email



Sumo email banner



Reminder email



THE PROJECT

Campaign mechanic and audiences

Our campaign centred around a 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 underlying theme of our campaign was ‘This could be you’ – an aspirational route using photography of stunning Japanese locations with a silhouetted figure that enabled our audience to visualise themselves in the scene.

To build engagement, we staggered the campaign in three main stages:

- Announcement teaser communications that thanked our audience for helping us to achieve 10 million scanner sales and created intrigue with the line ‘We’ll be showing our appreciation soon!’
- Japanese ‘Good luck’ proverb-led communications that launched the main prize and introduced the mechanic of more sales equating to more chances to win
- ‘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 the winners of each one

Main 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.

Communication strategy

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

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.

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.

Last chance email



Double entry banner



THE RESULTS

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 THE 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

Get in touch to find out how OneGTM can help your business: