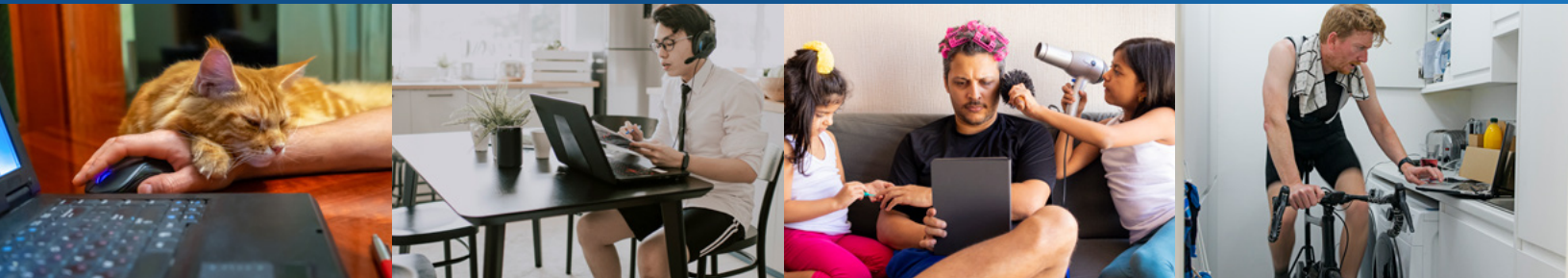


Cisco Work Your Way Campaign

Answering the WFH and WTF challenges of COVID



THE OPPORTUNITY

The year: 2020. The demic: pan. The fantasy: 2-ply. The SMBs: 🙄

It happened fast. Seemingly overnight we went from in-office normalcy to at-home uncertainty. Once the dust settled and everyone realized it was going to be like this for a while, the focus turned to adapting to and moving forward within this new world.

For small businesses that meant working in new ways, which sent them seeking technology that could securely connect workers with each other and the resources they needed. Cisco had it. It just needed to get this information to SMBs that historically viewed the company as a ginormous tech company focused on enterprise behemoths. No small task.

Cisco put out an RFP to several agencies worldwide. We quickly won the business. Then we rolled up our pajama sleeves and dug in.

THE CHALLENGE

Cisco knew it had to make itself more accessible and relatable to the SMB audience. At the same time, the company wanted to show SMBs how its solutions made remote work simpler, more reliable, more secure and more cost-effective.

Having partnered with Cisco for a couple decades prior, Chrysalis knew the company's brand and value proposition inside out. Now we just had to translate that into a campaign that got noticed and spoke to SMBs in their own language. You know – the way actual people actually speak to each other. And we had to do it quickly to beat competitors to market.

THE SOLUTION

We expeditiously developed and pitched numerous concepts portraying how Cisco makes anywhere, anytime work ... work. Our ideas were so well received that the client decided, instead of picking just one of the directions, they would use ALL of the concepts in a sort of campaign cornucopia. Thus was born **Work Your Way**. Showcasing the freedom, flexibility, security and simplicity Cisco solutions offered SMBs wherever their employees worked. During and after COVID.

Cisco Work Your Way Campaign

Answering the WFH and WTF challenges of COVID

THE AUDIENCE TOUCHPOINTS

We launched the campaign across multiple channels:

- An **email campaign** that drove recipients to
- A **landing page** with
- A **fun animated explainer video**, and **infographic** and
- An **Any-Location Vocation Simulation** interactive experience, which allowed visitors to select a work setting (a dressing room, mother-in-law's basement, boat cruising the high seas, etc.) to see Cisco solutions at work
- As well as **paid social with banners** that juxtaposed empty office spaces with unconventional remote-working environments

THE SALES ENABLEMENT

Not even the strongest awareness and demand-generation campaigns will crescendo without arming sales teams with everything they need to nurture and close deals. So we created:

- Campaign guides with copy samples that sales personnel could use to ensure cohesive messaging
- Examples of how to translate overly complex tech jargon into relatable language any human could understand

THE RESULTS

Work your Way worked way beyond expectations. The client challenged us to achieve a 3% increase in client acquisition and a 2% increase in product cross-sells. Done and done.

The campaign also fueled a 7% jump in qualified leads, drove a 13.5% email click-through rate and generated a 26% growth in social media engagement – all substantially above Cisco's and industry averages, and well beyond the client's wildest dreams.

We're super proud of the work and the results.

The Part You Really Care About

If you're looking for an agency that devotes this level of devotion and creativity to producing measurable metrics for your business, let's talk.

connect@cci-emerge.com

[Schedule a meeting](#)

Cisco Work Your Way Campaign

Answering the WFH and WTF challenges of COVID



Creative At Work

CISCO DESIGNED

Who
SMBs with 100 or fewer employees. They have some sort of IT. Either a small staff or contracted as needed.

What
Working from home. They scrambled to get devices and connectivity, but they never really addressed security.

Why
Hackers are hammering SMBs with WFH workforces. Cyberattacks have skyrocketed. Easy pickings.

Solution
An enterprise-grade security and collaboration bundle for \$29.95USD/user/month.

© 2020 Bedding Associates

CISCO DESIGNED The bridge to possible

Cisco Work Your Way Campaign: Campaign Narrative

Next Starts Now

Chances are that from day one of this whole thing, small and midsize business owners and employees have been dreaming of the one day they could return to "normal."

Well what if instead of going back to the way things were, businesses moved forward, combining the new practices they've recently implemented with the old ones they still like. A hybrid model that could fundamentally change and improve their business – elevating productivity, cutting costs, improving customer service, realizing once-impossible goals and becoming virtually impervious to future interruptions.

Meaning people at home and on the road could work just like people onsite. Everyone with secure access to all applications, data and colleagues – so "the entire office" would be anywhere and everywhere people log in. And making it easier to fulfill customers' expectations to deal with businesses in new ways.

CISCO DESIGNED The bridge to possible

Cisco Work Your Way Campaign: Customer Value Proposition

Next Starts Now

What if instead of going back to work, your business moved forward. Combining new practices you discovered you like with the legacy ones you want to keep. Cisco and our partners make it easy and cost-effective for your small or midsize businesses to reshape what's next for you and your customers. Offering any or all of the networking, security and collaboration solutions you need for as little as \$35/user/month – including software, subscriptions and even hardware with available Cisco Capital financing. Now IT is simple, flexible and affordable. And "the office" is anywhere you securely log in.

CISCO DESIGNED The bridge to possible

Cisco Work Your Way Campaign: Email

GENERAL WYW

Subject Don't go back to work. Go forward.

Pre-header Next starts now with Cisco solutions for small and midsize businesses

Headline IT you can work with

Copy Going back onsite? Staying remote? A blend of both? Whatever your plans, Cisco makes it easy and affordable for people anywhere to securely access everyone and everything – everywhere.

- A reliable network that keeps things humming along for everyone, everywhere
- Security that blankets all data, devices and communications
- An easy way to communicate and work together, seamlessly using whatever modes situations call for
- A way to easily purchase and afford everything with available Cisco Capital financing
- Simple management – even for non-IT people

Closing line Work your way starting around \$35/user/month*

CTA View the infographic
*Cisco suggested retail price

INTERACTIVE ASSET

Subject Q: Where do you work? A: Anywhere you want

Pre-header Do whatever you do, wherever you are. Without missing anything whatsoever.

Headline "The office" is wherever you log in

Copy Cisco networking, security and collaboration solutions make it easy to work without limits. Click around our interactive any-location vacation simulation to see how you can work seamlessly in places like:

- A construction site
- Your mother-in-law's basement
- A 5-star restaurant
- A birthday party for a 3-year-old
- And many more

Closing line See how we can help you do whatever you do - wherever you are. Starting around \$35/user/month*, with available Cisco Capital financing.

CTA Visit our Any-Location Vacation Simulation
*Cisco suggested retail price

Cisco Work Your Way Campaign

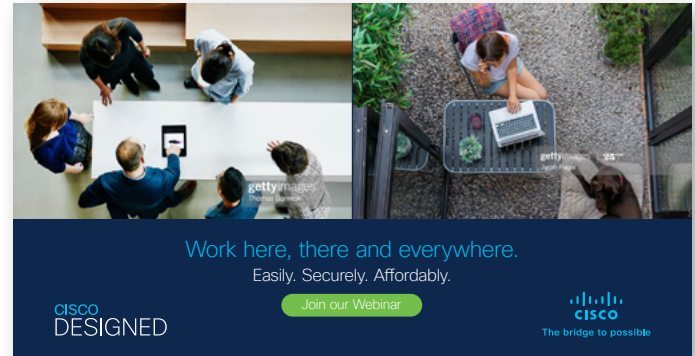
Answering the WFH and WTF challenges of COVID



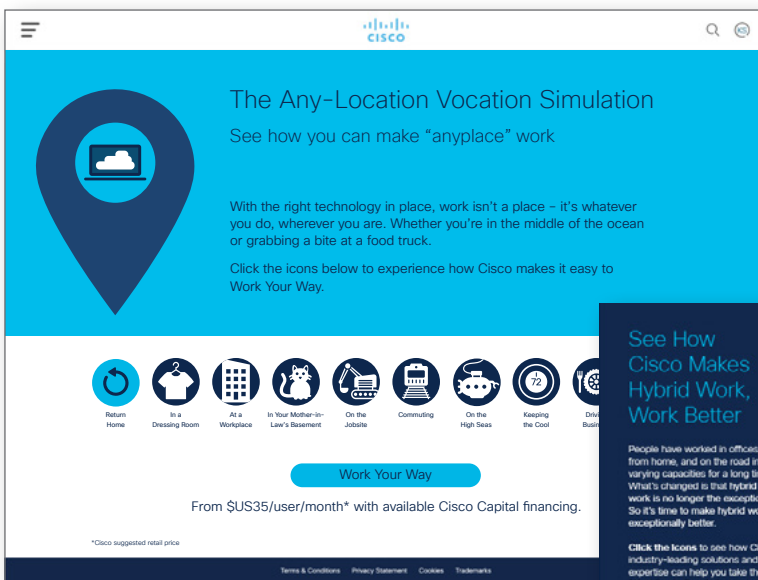
Creative At Work



Paid Media Banner Ads



Social Banners



Interactive Microsite



Infographic



Animated Video