

TriNet

Background

Small and medium-size businesses (SMBs) are the backbone of the nation's economy, representing over 98 percent of the workforce and nearly 40 percent of scientists and engineers—producing approximately 50 percent of the U.S. GDP.

This is where innovation is happening. These small business owners report that HR-related needs handling payroll/employee taxes, providing access to the premium benefits for employees, complying with state and federal regulations, reducing admin costs are a major use of time and energy.

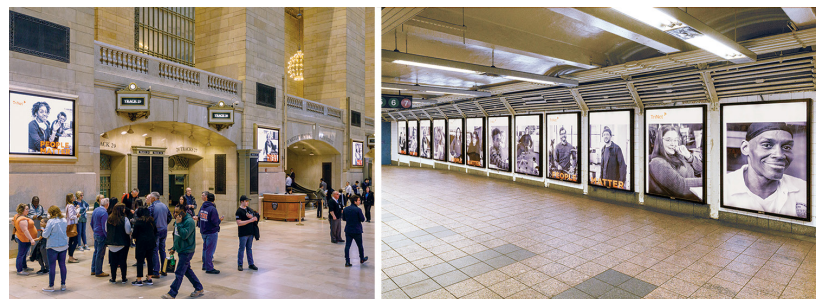
Over 900 organizations in the U.S. offer some sort of HR product or service to SMBs. The market is crowded and largely undifferentiated and filled with product focused, me-too messaging. Breaking out of the pack with a distinctive brand identity, message and voice represented a significant potential for awareness and growth for the company.

TriNet, founded in 1988, has served thousands of SMBs with human resource expertise and comprehensive HR solutions. Yet, unaided awareness remained in the single digits. A history of underinvestment in brand marketing contributed to low company awareness and long selling cycles.

Objective

Over 900 organizations in the U.S. offer some sort of human resource service to SMBs. These companies have historically marketed human resources as a product. TriNet is set out to change that. Their goal was to redefine HR by focusing on the humanity of over 16,000 customers and their employees. The creative message was simple: People Matter. They are visionaries and dreamers—often quirky, yet always determined.

The primary goal of the People Matter campaign was to double unaided awareness, historically in the single digits, and establish greater context for the TriNet brand. From a sales funnel perspective, they aimed to increase the number of first meetings scheduled due to inbound marketing leads by 20 percent.



Strategy

In order to redefine the HR category, where the focus was on the humanity of their customers and employees, it required partnering with someone who could capture their entrepreneurial spirit in an authentic way.

TriNet teamed up with world-renowned photographer Annie Leibovitz to pay tribute to these incredible businesses. The photos for this campaign were produced with powerful black and white imagery focused on real-life portraits of their customers. In keeping with the authentic approach to the campaign, the subjects were unaware of the photographer's identity and there were no staged sets or hair and makeup stylists. They also partnered with other artists to create an integrated campaign, including a digital docuseries by renowned director/producer Galen Summer and The New York Times.

They extended this style into an omnichannel campaign spanning the website, social, OOH, digital, radio, TV and content partnerships including The Players' Tribune. The media strategy focused on surgically selecting the highest impact media that boldly displayed and showcased them as stars, paying homage to the unsung heroes of America. The ability to canvas or take over across media was core to how the campaign was designed for the user's experience.

For OOH, they launched with a burst that encompassed iconic wallscales and train station take-overs across Times Square, Grand Central Station, Sunset Boulevard and downtown San Francisco—large-format palettes ideally suited for canvassing Annie's photography. The compelling photography garnered attention with OOH and with digital banner take-overs on major websites. The photos were incorporated in a celebratory New York City launch event attended by the artists, press, featured customers and key prospects.

Plan Details

Market: New York, Los Angeles and San Francisco

Flight Dates: April 9, 2019–August 2020

OOH Formats: Station take-over (Grand Central), Wallscales (Andaz/Sunset, downtown SF, Brooklyn), Bulletins

Target Audience: Small business executives, owners and founders in companies with less than 100 employees.

Results

The integrated, omnichannel campaign generated 240 million impressions during the first half of 2019. It created strong brand awareness, familiarity and engagement. Unaided awareness increased 300 percent in 2019 and the share of media voice increased 30 percent with a 97 percent positive media sentiment. It also consistently outperformed industry norms in digital and social and they saw a double-digit increase in inbound marketing leads. But perhaps most gratifying is that they shined a light on the unsung heroes of our society. Heroes that are building a dream and making life better. These people are important. These people matter.

