

Cisco

Problem

How does a technology company demonstrate the value of its products' connective capacity?

Solution

Maximize the interactive capabilities of digital units to deliver relevant information to consumers in real time.

Background

Cisco Live was Cisco's 25th Annual Conference, held at Moscone Convention Center in San Francisco. It is the premier education and training destination for IT professionals worldwide. The 2014 conference theme centered on showing how Cisco is transforming its customers' business and enabling a huge market transition called the "Internet of Everything." Cisco Live was a showcase for demonstrating what can happen when you connect the unconnected, and how Cisco's technology solutions are making that possible.

Objective

The objectives of the OOH campaign were threefold:

- Create a "brand moment" during Cisco Live 2014
- Prevent competitive messaging in close proximity to Cisco Live venues
- Demonstrate Cisco's role in making the "Internet of Everything" possible to both current and potential customers



Strategy

Various attributes of OOH were leveraged to make the event and broader campaign a success.

OOH was employed for its targeting capabilities to saturate the immediate area of Moscone Center. Multiple formats were used to ensure that both vehicular and pedestrian traffic were targeted with ubiquitous Cisco messaging. Fifty-five street-level OOH formats, including a combination of bus shelters (interactive and standard) and news racks blanketed the area. For greater impact, five large-format, 40' x 40' exterior signs on the Metreon Mall and two sets of thirty consecutive wrapped doors on the Metreon building allowed Cisco to "own" these high-profile venues that are adjacent to the convention center. A mobile billboard was included to counter competitive interlopers in a very tight radius of Moscone Center and specific hotels.

Cisco converted a standard digital bulletin located near the airport on Highway 101, the main corridor heading from San Jose's Silicon Valley to San Francisco, into a "connected billboard," which used real-time data from road sensors to determine the traffic pattern. The billboard displayed messages of different lengths depending on the speed and flow of traffic. This execution became the cornerstone of Cisco's campaign. The location offered high daily impressions and was sure to capture a high percentage of tech professionals and influencers alike coming from the airport or the Valley. The "connected billboard" was launched prior to Cisco Live to generate buzz and excitement for the 2014 conference.

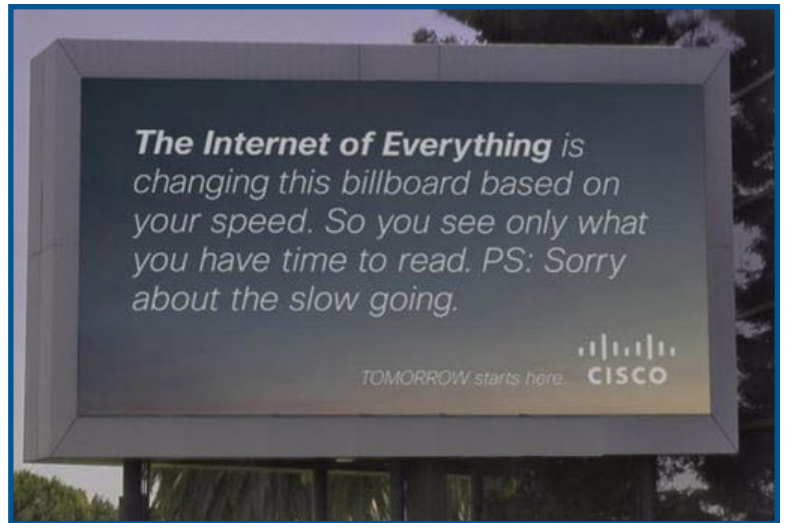
The billboard underscored Cisco's campaign, "The Internet of Everything," pairing the speed of the internet with that of live traffic data to serve one of four unique messages created to respond to cars passing within four various speed ranges. When

congestion slowed the speed of vehicular traffic, the billboard's messages became longer, thus optimizing viewership. The longest message even read, "P.S: Sorry about the slow going." Likewise, as speeds picked up, the billboard messages became shorter. The screen counted the number of times each respective ad was served.

"From a marketing perspective, it's not just about telling our story, but doing it in a way that shows what we're talking about," said Cisco's CMO Blair Christie. "This is how the connected billboard idea came about; we're showcasing what connecting the unconnected could mean and telling our story at the same time."

The connectivity also extended to five interactive bus shelters, which harnessed local, relevant data fed in live via numerous APIs to deliver real-time information including traffic, weather and nearby dining information. These shelters brought the "Internet of Everything" to life right outside of the Cisco Live conference. Users were prompted to choose a destination and then virtually guided through San Francisco to that destination on the screen.

Cisco also installed a large, 20' x 20' "IoE Machine" exhibit that demonstrated how a live event can impact a city, and the role Cisco products can play in making sure attendees get to events smoothly. The demonstration included a touch-screen, video, live data feeds, 3D printing, animated models, and Cisco products.



Plan Details

Markets: San Jose, San Francisco

Flight Dates: May 5 - June 1, 2014

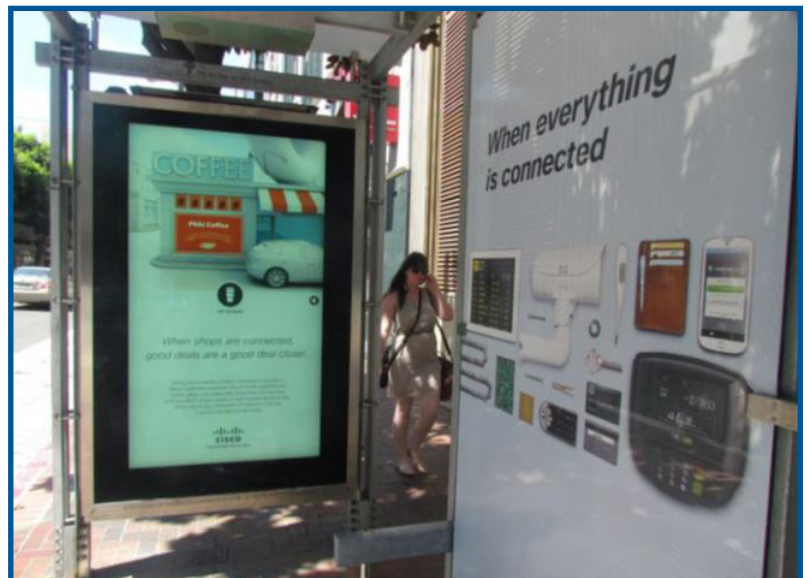
OOH Formats: Digital bulletin, mobile billboard, bus shelters, interactive bus shelters, news racks, exterior mall billboards, door wraps

- Media selection was based upon the ability to target the convention center with an emphasis on proximity

Results

Cisco deemed the OOH effort a success. "Amazing placements and creative combo!" touted Radhika Narang, director of media planning & strategy at Cisco.

- 55 street level OOH formats, including 30 news-racks, 20 shelters, and five interactive shelters, generated 9.68 million impressions in just two weeks.
- The mobile billboard's custom route added approximately 217,200 impressions in five days.
- Metreon Mall exterior placements garnered circulation of 288,000 across four days.
- The north and south faces of the 'connected billboard' generated nearly 8 million impressions over the 28 day flight and five day bonus override. Tracking the number of times each of the four creative executions were served and the estimated impressions on a per creative basis gave Cisco greater insight and metrics into the campaign as well.
- The interactive bus shelters recorded 4,044 sessions over two weeks.



Being a "Media First," this billboard caught the attention and recognition from trades, such as Ad Age and other media blogs:

<http://adage.com/article/btob/cisco-launches-connected-billboard-san-francisco/293168/>

<http://infotechlead.com/2014/05/20/cisco-live-2014-demo-ioe-machine-connected-city-bus-shelter-22806>