



When the going got Tough, Toughbooks got Equi=Media!

Panasonic Toughbooks are the market leader in the rugged computing market with the name 'Toughbook' synonymous with the product type. The products are amazingly robust and suited to a myriad of challenging outdoor and indoor environments. Consequently they are difficult to break (!), and so a great sales pipeline is crucial to maintaining their market leading position.

In Europe, introducing new markets, and new vertical markets in established markets, cost efficiently to the products was proving difficult with the established digital advertising model of buying placements on IT websites, and so a new approach was called for. Equi=Media was appointed in the Autumn of 2009 to bring a new strategy to the challenge of growing market share, increasing unit sales and revenue during a recession, with a smaller budget than the previous year and a lower cost per response target.

Year on Year results show:

- a 28% growth in unit sales
- a 122% improvement in the number of responses
- and a cost per response 80% lower than the previous year

Resulting in almost a 3% increase in market share all achieved with 33% less marketing budget.

"Equi-Media is one of the best online advertising agencies in Europe. Their knowledge of the market and techniques is excellent. By working with them, we have reduced the cost per advertising response by 80% while increasing website traffic by 25% Year on Year."

Stephen Yeo,
Marketing Director,
Panasonic Computers Europe

The Challenges...

- Increase traffic to the new B2B website
- Build brand awareness of Toughbooks within new geographical and vertical markets
- Increase Toughbook's overall European market share from a market leading base and achieve 30% growth
- Reduce the cost per response significantly, with less budget

Background...

Toughbooks are engineered to withstand drops, spills, dust, grime, extreme temperatures, high humidity, vibrations and decompression and originally targeted at military, law enforcement and heavy industrial users. Toughbook has expanded its product range in recent years to provide mobile computing solutions for retail, hospitality, healthcare, financial services, aviation, communications, insurance, the public sector and utilities.

In 2009 Toughbook's share of the European rugged computer market by revenue was 62.6%, a clear market leader. It is an enviable position, but not without its challenges. Firstly most people who know they need a rugged computer already have a Toughbook. Secondly, because Toughbook's are so durable they need replacing far less frequently than other laptops.

Toughbook needed a digital agency who could provide a digital strategy that would maximise leads through country specific websites whilst opening up new markets and verticals, in challenging economic conditions.

Strategy...

Equi=Media decided to apply the key learning's from B2C campaigns to the Toughbook challenge; namely the success of behavioural targeting and re-targeting in display advertising combined with a sophisticated paid search strategy. As a result, four core needs were identified:

1. cost efficiently HARVEST the interest of people already looking for the products
2. STIMULATE interest and research into Toughbooks
3. BUILD AWARENESS in key vertical markets and new geographic markets
4. SUGGEST TOUGHBOOKS as the solution to mobile computing problems

Meeting the Challenges through Paid Search...

The conventional search campaigns designed to capture brand, product number and generic rugged computing searches needed to be complemented with search campaigns designed to build awareness.

The total number these searches will always be finite. Over and above these searches Equi=Media had to create new markets, and for the first time paid SEARCH was used to do this. End users searching on terminology related to specific key industries, computing problems or complementary products (e.g. software) were targeted. E.G. for architects, keywords and terms relating to construction and those likely to be searched for by an architect were included, from terms relating to software architects use e.g. 'CAD providers', to the problems associated with trying to operate a laptop on a dusty construction site.

A complex paid search solution was implemented, carefully managing problems such as low quality score for some of these awareness building campaigns. This was done with tailored bid strategies optimised discreetly within each individual country market, which allowed search impressions to be maximised even where campaigns may have had low click-through rates. Search impression volumes were important to build brand visibility as well as drive site visits. Ad copy was written to highlight the benefits of Toughbook to that industry vertical or working environment, ensuring the message received was always relevant, and deep linking used as much as possible to deliver the user to the most relevant page.

Complementing Paid search with stimulating digital display...

In a fundamental change to the digital display advertising strategy, rather than purely focusing on buying individual advertising space on specific niche sites, (which results from 2009 had shown to be costly and inefficient), ad Network Campaigns were developed. By using a combination of different networks according to the individual country market, with specific targeting and ongoing optimisation, cost efficiency improved month on month and interest in Toughbooks increased.

The strategy targeted the individual prospect, rather than focused on appearing on IT sites, using three targeting techniques:

1. Behavioural Targeting
Targeting specific interest groups
2. Contextual Targeting
Targeting words that appeared on sites in the advertising network. Where certain keywords appeared in a certain context, Toughbook display advertising deemed to be relevant to the page content. This enabled the display advertising to be targeted very specifically at audiences who were reading relevant content anywhere on the networks.
3. Re-Targeting
Site visitors who had not completed a response were re-targeted with Toughbook ads as they browsed the web.

RETURN ON INVESTMENT

- 2010 business plan met (30% growth) in terms of unit sales, revenue and market share growth
- Year-on-Year cost per response fell by 80% whilst leads generated from marketing sources grew by 122%.
- The Toughbook EMEA market share of rugged laptops increased in 2010 by nearly 3% from a market leading 62.6%. No other global sector of Panasonic Toughbooks increased their market share in the same period.

THE BIG FIGURES!

- The number of visitors to the new website increased by 25% year-on-year with over 150,000,000 page impressions delivered in the marketplace. The site now generates over 50% of the inbound qualified leads each week.
- Inbound call volumes in Germany increased by 400% with inbound calls in all markets increasing significantly.
- The integrated campaign delivered 122% year-on-year improvement in the number of responses generated with around 900 responses generated per week for resellers, and all achieved with 33% less advertising spend.

By the end of 2010, Toughbook's European Revenue Market Share had increased from 62.6% to 65.3% (Ruggedized and Semi Ruggedized laptop market) which represented a growth in revenue of more than the total revenue of the market number two (Dell).



Contextual Targeting in action....

Panasonic Toughbook aids Chilean Miner Rescue
<http://www.gottabemobile.com/2010/10/12/chile-miner-rescue-panasonic-toughbook-u1/>