

# bulldog®

## HOLIDAY RESILIENCY

### The Challenge

As a provider of information availability through managed IT, cloud and recovery services, SunGard Availability Services knows that their customers take data availability seriously. So seriously in fact, that they probably worry about data security long after they've left the office. Using this insight, SunGard's marketing team wanted to drive awareness of three main practice areas: Disaster Recovery Services, Cloud Computing and Business Continuity Software.

To do this, SunGard needed a campaign that would cast a wide net and drive users into deeper-level content to demonstrate measurable engagement. More importantly, to stand out in a highly competitive space, they needed a campaign that would get people's attention and deliver a memorable experience.

### The Approach

To reach the IT director audience in a more personal and engaging way, Bulldog asked: How can an IT professional use what they know about data security and business resiliency to survive real-life situations outside the workplace? Having seen great success with a zombie-themed campaign employing a similar but much less realistic metaphor, Bulldog blew the survival theme up starting with "Holiday Resiliency".

A series of videos were created, each including a specific lesson for managing the potential stresses of the holidays. The IT professional hero character is able to steer clear of obstacles at home due to the savvy preparedness and risk-avoidance he'd developed in his IT career. The videos wrap up with integrated calls to action offering relevant (but more serious) content to the viewers.

### Results

"Holiday Resiliency" delivered real business results. The integrated calls-to-action in the videos resulted in over 3,000 leads in a two-week run, 14% of which generated sales opportunities. Content



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engagement was over 100% higher than average and reached a previously unengaged audience within SunGard AS' target market, with more than 73% of campaign activity coming from first-time responders.

The campaign won a "Killer Content Award" at DemandGen Report's 2014 Content2Conversion Conference. The Killer Content

## CASE STUDIES OF DISTINCTION

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Awards recognize stand-out achievements in the design and execution of content marketing programs. It also won three ACE awards from the Business Marketing Association.

### The Sequel

Overall, the campaign was so successful that SunGard AS and Bulldog brought the theme back with "IT Survivalist", which brought the IT pro hero into the great outdoors and offered lessons for surviving in the wild. The campaign included a slew of new original content:

- Three new survival videos for each business unit
- A graphic guide focused on business resiliency, titled "Business Continuity Survival Checklist"
- A guide focused on disaster recovery planning, titled "The Survivalist's Guide to Business Technology Resiliency: Essential Tips for Taming Wild Environments"
- An infographic dedicated to cloud computing and migration strategy, titled "Into the Wild: Navigating the Landscape of Cloud Migration"



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In addition to these content offerings, Bulldog also created a portal where IT leaders could create a personalized, wilderness hero poster of themselves to show how SunGard's support would help them thrive in any environment. This playful experience offered users a sharable takeaway that helped further spread the word about SunGard's services.

### The Lesson

BtoB can't afford to be boring.

### About Bulldog Solutions

Bulldog is a BtoB marketing agency. We unleash brilliant ideas and technologies – connecting brands with their customers. Digital disruption has created a chaotic marketing landscape. We help you capitalize on that chaos.