



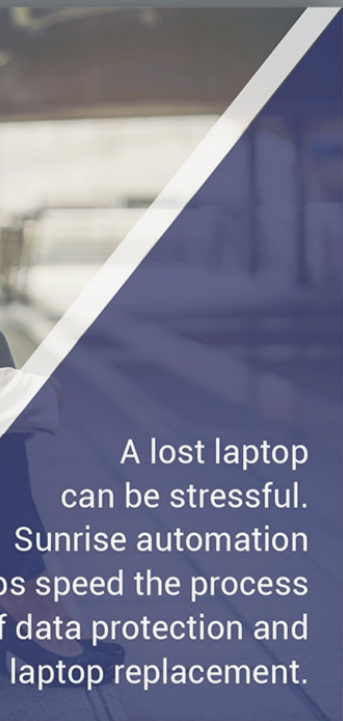
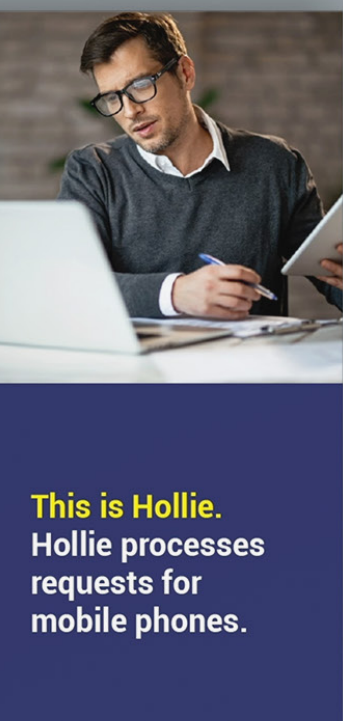
DIGITAL

CASE STUDY

SUNRISE SOFTWARE

SUNRISE SOFTWARE

Create omni-channel multi-media campaign
for lead generation



SUNRISE SOFTWARE MULTI MEDIA CAMPAIGN

The Brief

Sunrise Software approached Surefoot Communications to develop creative multi-channel campaign ideas for lead generation. Traditionally Sunrise Software had relied on direct sales, event attendance and limited direct mail to feed their sales pipeline. Their target market is relatively small, targeting Service Directors & IT Service managers at 500+ employee UK Headquarter companies as well as the public sector.

Ann James, Sunrise Software Marketing Director asked, 'My biggest question is what do B2B Managers react to now? I'm assuming the digital path is the one to take over traditional campaign media but how to make that stick?'

Sunrise Software knew they were competing with some large competitors on the same platforms and wanted to find a way to break through.

Our Solution

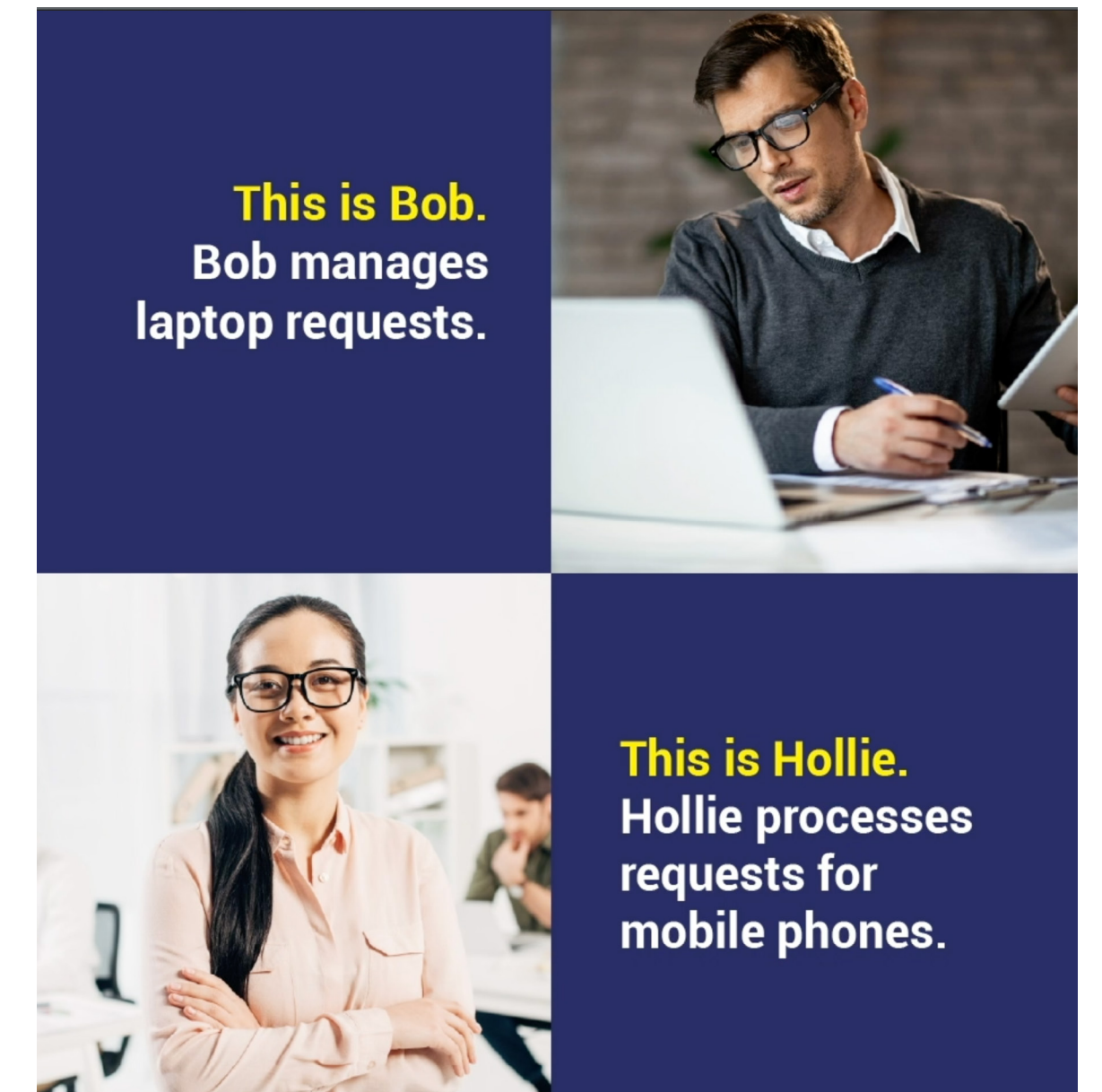
Surefoot's approach to Sunrise's conundrum was to focus on the solutions that Sunrise deliver not only to the target market decision makers but also the end users. Sunrise had found that their target market were traditionally very hard to engage and the market was saturated with a very 'technical deliverables' or 'cost-based' approach to sales.

The requirement from Sunrise was to make the approach simple to understand, easy to digest and direct enough to raise questions. This was to be an omni-channel multi-media campaign involving various video scenarios with a humorous edge to 'stop the scroll'.

Shortly after initial script ideas were submitted the country went into the first Covid-19 lockdown. Very quickly Surefoot were able to re-assess the planned delivery, switching the solution to involve static imagery and animation to still achieve the deliverables. With video being the fastest growing sales medium over the last 5 years it was felt that this approach was still the most valid.

The first part of the campaign was to create 30-second video adverts to feature on social media platforms, on the Sunrise website and across online media channels. The second was to create user friendly animations to show the Sunrise Software processes that support the advert scenarios. The deliverables of the campaign focussed on five different, instantly identifiable issues that the target market could relate to. All of the deliverables were required as video files in various lengths, animated gif adverts with and without audio, animated software processes and static adverts.

Marketing Director Ann James remarked: 'That lead image still makes me smile, you got the brief spot on'. During the initial campaign on LinkedIn the campaign had over 60,000 targeted impressions. This led to several hundred conversions to site, a significant increase over previous Sunrise LinkedIn campaigns and a huge boost to the sales pipeline.





SUNRISE SOFTWARE MULTI MEDIA CAMPAIGN

The Client

From ticketing and helpdesk software, to IT Service Management solutions, ITIL adoption and SaaS, Sunrise has been a key contributor to the development of the Service Desk industry.

Sunrise was established in 1994, and prides itself on being at the forefront of helping organisations to deliver services and manage business processes. Sunrise have been true innovators, being one of the first companies globally to bring to market a 100% browser-based application for this sector.



THANK YOU

For more information and to explore how we can help you,
please contact our branding team:

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