

EUROPEAN  
**Agency  
Awards**  
2024

2024 ENTRY FORM

**Organisation Name:** The Think Tank

**Contact:** Liam Bateman

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**Category**

Best Integrated

Campaign

## Entrant Name(s) & Campaign Title:

# The Think Tank & Phi Partners – Peak Performance Campaign

## Objective(s) & budget

The Peak Performance campaign, for fintech consultant [Phi Partners](#), was created to launch a new ‘Platform as a Service (PaaS)’ support package for a niche trading and management software, Summit, used by banks around the world. Our audience were only those banks who currently use the Summit software platform and included 130 technology leaders across 85 banks from the Far East to USA.

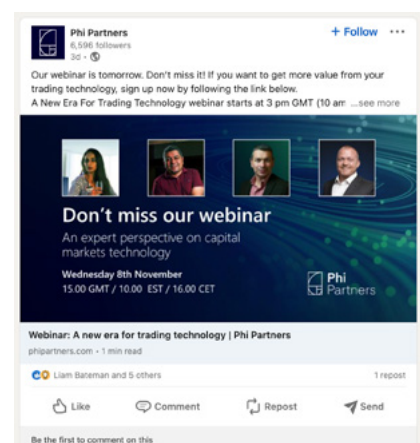
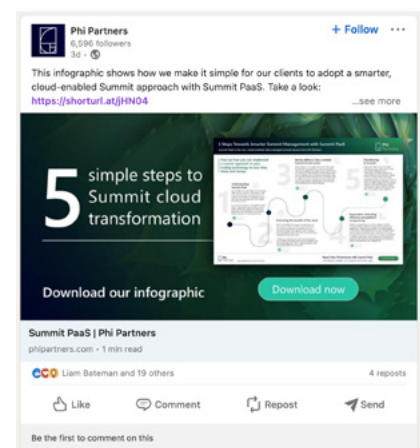
### The campaign goals were:

- Educate audience on benefits of moving Summit to the cloud from tired legacy physical infrastructure
- Inform and educate the audience about the Phi ‘PaaS’ solution and why it would be beneficial to the bank
- Generate inbound response from both existing customers and others who use the Summit platform
- Create a pipeline of £20m from four sales qualified leads and secure at least one sale in 2024 worth £5m
- Raise Phi brand awareness within the broader financial sector

### KPIs over 3 months:

The following KPIs were set based upon current digital interactions and industry benchmarks. This was the first time Phi Partners had run such a campaign so metrics were based upon our previous experience with similar campaigns.

Website	
Users:	750
Clicks:	1,250
Page Views:	2,000
Organic Traffic:	+20% (4,428 to 5,313)
LinkedIn	
LinkedIn Page Impressions:	+ 50% (17,447 to 26,170)
LinkedIn Organic Clicks:	+20% (840 to 1,008)
LinkedIn New Followers:	+20% (318 to 381)
Sales Pipeline	
SQLs:	4
Pipeline:	£20m



## Budget:

Strategy & Management:	£5,000	Webinar:	£5,100
Video:	£11,500	Email and Video Card DM:	£10,500
Content:	£9,000	Media:	£15,000
Landing Page:	£2,100	<b>Total:</b>	<b>£58,200</b>

## Target audience & strategy

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### Audience:

The target audience was based upon known users of the Summit software platform. Phi Partners are the world's leading solution provider for Summit so had access to details of all banks using the platform globally.

Their sales team developed a customer and prospect list of 130 contacts to focus our efforts on. These included known contacts at customers who were key purchase influencers for Summit and a researched list of prospects based upon similar job titles in other banks using Summit. Data included names, job titles, email address and postal address.

In addition, we used LinkedIn Sales Navigator to research and build a wider audience of influencers in each target bank, creating a list we could upload back into LinkedIn to target and expand with lookalike audiences.

### Based upon this a list of 85 target banks was developed, and four audiences built:

- 1. Key Decision Makers:** a list of 130 key decision makers was researched across C-suite technology roles including CIO, CTO, Head of Summit, CIO for Markets Technology and Global Head of Technology
- 2. Key Influencers:** a wider audience was created around other technology roles in target banks, including Head of Cloud, Cloud Transformation Lead, Head of Summit, Head of Summit Support and Head of Infrastructure. We used LinkedIn Sales Navigator to create this list and that of other influencers (below) to upload back into LinkedIn for targeting
- 3. Other Influencers:** a further audience was built of influencers, including financial, operating and trading roles, such as CFO, Head of Global Markets, Head of Trading, Head of Treasury and Head of Fixed Income and Derivatives
- 4. Lookalike Audience:** a wider lookalike audience was built for brand awareness purposes

### Strategy:

The strategy was based around an ABM model to educate and engage core audiences, whilst deepening understanding amongst influencers.

An integrated media strategy was developed, including direct mail, email, digital advertising and content promotion, which took audiences on a journey to understand Summit PaaS and its benefits. It's a complex service that required reassurance and support at every step of the process. The campaign needed to build audience trust.

In addition, we needed to improve brand awareness for subsequent 2024 launches, expanding the campaign reach to the wider financial sector and positioning Phi as a thought leader.

# Creativity and implementation

## Creativity:

The creative theme combined ‘Reaching Peak Performance with Summit PaaS’ messaging with unique visuals that used organisms that represented the ‘golden ratio’, reinforcing the Phi brand, which incorporates this within its logo.

Video and written content took audiences on a journey through five Summit PaaS stages, from understanding cloud migration implications to how Summit PaaS operates and the implementation process.

An introductory video and five stage videos were produced, alongside a step-by-step infographic and blog posts.

These were combined with a webinar that discussed changing tech in banking, featuring an expert panel, including the Editor-in-Chief of Financial News, an ex-CEO of HeleCloud, the Worldwide Lead for Migration at Amazon Web Services and the CEO of Phi Partners.

## Implementation:

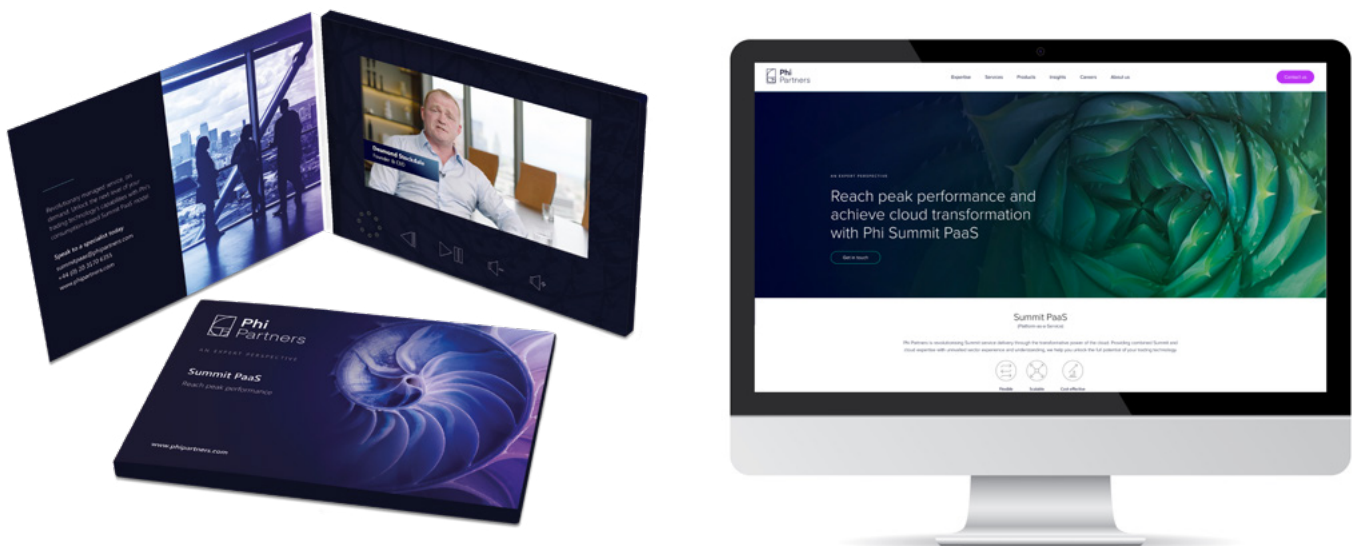
Across three months, starting mid-September 2023, the campaign was implemented via three channels; direct mail, email and paid posts through LinkedIn.

### Phase One

To warm up our audience, and let them know to expect to receive something from Phi in the post, a teaser email was sent to the core audience of 130 key decision makers from Phi’s CEO.

### Phase Two

This was followed by a ‘video card’ direct mail piece, containing an introductory video about the solution and directed recipients to a [Summit PaaS landing page](#) for more information. Within a week of the video cards landing Phi received four direct calls from bank CTO’s to discuss the solution further.



## Phase Three

Over the next six weeks three e-shots were sent to our audience, promoting the various educational content, including step-by-step videos, infographic and blog posts, taking the audience on an educational journey.

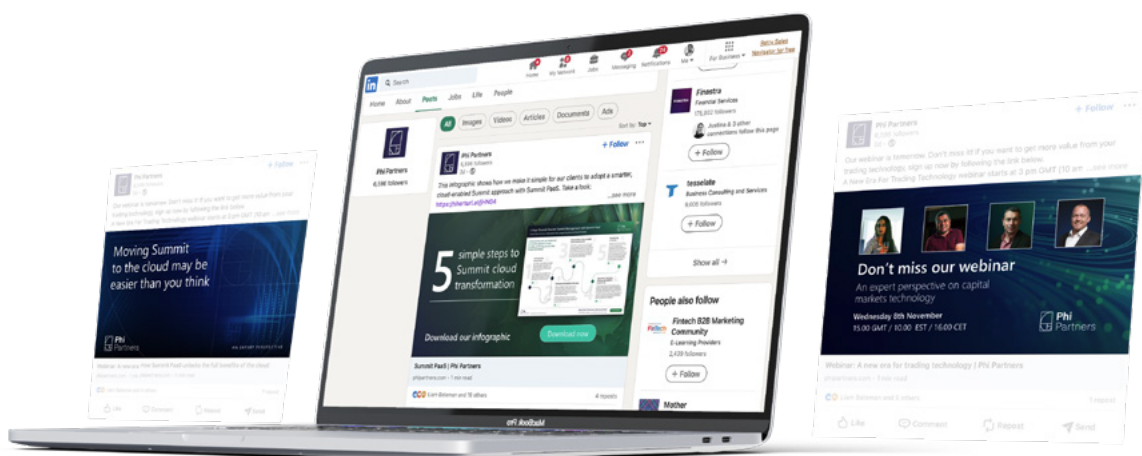
In addition, a series of eshots promoting the webinar were sent to the audience to encourage sign-up.



## Phase Four

Concurrently, LinkedIn sponsored and thought-leadership posts were used to raise brand and solution awareness and promote content including videos, blogs, infographic and webinar.

Audiences were built using Sales Navigator and LinkedIn, starting with our core 130 key decision makers, and broadened out to cover audiences mentioned previously.



## Phase Five

Once our audience had built we used LinkedIn retargeting to place additional content in front of those who had already engaged.

The combination of the above generated significant interest and engagement from our audience, including direct enquiries.

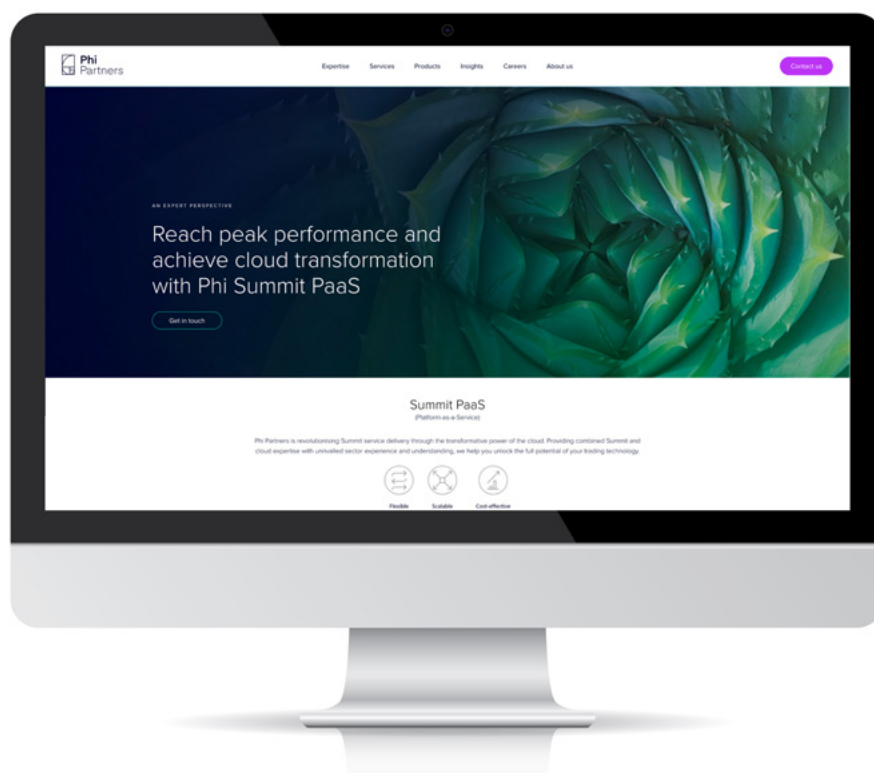
## Details of any challenges faced and how these were overcome

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1. This was the first GTM campaign that Phi had carried out and it was a steep learning curve. Without a dedicated marketing resource The Think Tank (TTT) had to guide them at every step of the way. We presented a clear and precise campaign plan, including time frames, metrics and interaction points, and liaised with their sales team at each step to ensure the campaign was aligned with their outbound efforts.
2. As Summit is a very niche product researching the target audience was a lengthy process. We addressed this by using Sales Navigator to segment and source relevant purchase influencers to enhance our audience.
3. The topic was complex; not only did we need to promote a new service but also one that was not understood by the majority of the audience, from a brand many did not know. Moving to the cloud also held possible negative connotations around risk and security.

We had to create an environment that took the audience through the process step-by-step, reassuring them at every stage until they could make an informed decision. This was done through delivering a range of educational content in a staged manner that linked together to create a simple process for adopting the solution. This was provided in video, written and graphical content to suit the individual's media consumption choice.

4. Summit is a niche and complex platform and service that TTT had to familiarise ourselves with quickly to be able to communicate it effectively. We did this by arranging a series of workshops and interviews with the client's experts to gain a full understanding of the solution and each stage of the decision making and implementation process.
5. The budget was limited for a global campaign and would not stretch to translations and broader advertising, so we ensured that the campaign was highly targeted and focused, continually optimising and adapting to achieve ROI.



# Results & evaluation

The campaign was a great success resulting in a pipeline of 5 concrete SQLs worth a potential £30m and 6 additional ones that look positive. And, the first contract secured in 2024 worth £6m, resulting in a campaign ROI of just over 100:1, so far. This is alongside a significant increase in brand awareness demonstrated by the growth in web traffic during and post campaign.

## Results (3 Months)

	Previous	Target	Result	Increase above Target	Increase above Previous
<b>Campaign</b>					
Users:		750	1,911	<b>155%</b>	
Clicks:		1,250	3,350	<b>168%</b>	
Page Views:		2,000	3,375	<b>68%</b>	
<b>Website</b>					
Organic Traffic:	4,428	5,313	6,486	<b>22%</b>	<b>46%</b>
<b>LinkedIn</b>					
LinkedIn Page Impressions:	17,447	26,170	39,580	<b>51%</b>	<b>126%</b>
LinkedIn Organic Clicks:	840	1,008	1,904	<b>88%</b>	<b>127%</b>
LinkedIn New Followers:	318	381	504	<b>32%</b>	<b>58%</b>
<b>Sales Pipeline</b>					
SQLs:		4	12	<b>300%</b>	

## Testimonial:

“The campaign was masterfully designed by The Think Tank as an end-to-end, turnkey solution for Phi. This was our first ever GTM and was a resounding success, as was the partnership with The Think Tank. We plan to run another 2-3 GTM’s with The Think Tank in 2024.”

**Desmond Stockdale, CEO, Phi Partners**

## Additional client feedback:

“Where we already had a relationship, the campaign helped build awareness and credibility, especially with more senior people. One opportunity actually got pushed down to our buyer from someone more senior due to the campaign and for two concrete opportunities the GTM was the clincher in getting engagement from the senior buyers.”

## Why should your campaign win?

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The campaign was a leap of faith for the client, having never launched a service like this. They put their trust in The Think Tank to deliver on the KPIs and create an environment to extend their global support for Summit.

We had a steep learning curve, delivering the campaign in six-weeks, for a niche software only used by 130 banks worldwide. We had to quickly build our understanding of the software and the package Phi was offering, and articulate this to senior IT professionals in a language they would engage with.

We also needed to make the budget work very hard, reaching a global audience in a timed fashion that ensured that all elements were coordinated. Direct mail pieces had to be staggered to reach audiences at the same time, from Japan to the US.

The campaign delivered way beyond expectations, with one deal already, worth £6m, another five concrete opportunities, worth £30m, and six other positive conversations. The ROI from the one deal is 100:1.

## URLs:

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**Summit PaaS landing page (incl. video content):**

<https://www.phipartners.com/summit-paas/>

**Webinar:**

<https://www.phipartners.com/webinar-a-new-era-for-trading-technology/>

**Blog Posts:**

<https://www.phipartners.com/insights/why-trading-technologys-ownership-model-is-set-to-fade-away/>

<https://www.phipartners.com/insights/how-summit-paas-unlocks-the-full-benefits-of-the-cloud/>

<https://www.phipartners.com/insights/want-to-unlock-full-value-from-summit-find-out-how-summit-paas-works/>

## Supporting documents included as part of submission:

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- Infographic
- Campaign Summary
- Summit PaaS Brochure