

# IBM Mid-Market Campaign – Overview

- Flight:** 14 Weeks (September -December 2009)
- Market:** National
- Description:** IBM partnered with The WSJ Office Network in order to generate awareness of their solutions specifically targeted for mid-size businesses. Specific buildings were selected throughout the network based on their concentration of mid-size businesses (100-999 employees).
- Study:** The WSJ Office Network commissioned Brand Keys to execute a post-campaign awareness study among tenants of WSJ Office Network buildings in Denver and Philadelphia. Participants were screened by job title and degree of influence on IT products/services.

Monday, February 8, 2010 4:48 pm

DJIA	9961.30	-50.93
S&P 500	1064.07	-2.12
Nasdaq	2137.67	-3.45

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Friday, February 26, 2010
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# IBM Mid-Market Campaign– Research Results

**IBM’s advertising recall was strongest compared to its Business/IT Solutions competitors.**

*Question (Unaided): What brands of Business/IT Solutions Providers, have you seen or heard advertised recently?*

*Question (Aided): Have you seen or heard advertising recently for. . . ?*

Brand	Unaided Ad Awareness	Aided Ad Awareness	Total Ad Awareness
<b>IBM</b>	<b>31%</b>	<b>47%</b>	<b>78%</b>
Microsoft	26%	50%	76%
HP	20%	27%	47%
Dell	38%	27%	65%
Accenture	8%	18%	26%
Cisco	6%	12%	18%
Oracle	-	10%	10%



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# IBM Mid-Market Campaign– Research Results

**When asked, unaided, where they had seen/heard advertising recently for IBM, The WSJ Office Network had the strongest recall.**

**Question:** Where did you most recently see or hear the advertising for IBM?

Marketing Platform	Total
<b>A Lobby Screen, a Building Screen, Wall Street Journal on Screen in building</b>	<b>74%</b>
Elevator Screens	7%
Direct Mail	20%
Magazine	17%
Newspaper	6%
On-line	22%
Outdoor	3%
Radio	3%
TV	62%



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# IBM Mid-Market Campaign– Research Results

**IBM’s campaign on The WSJ Office Network generated a substantial increase in purchase intent/consideration among an audience where only 11% are currently doing business with them.**

**Question:** Based upon your exposure to advertising on the WSJ Office Network, how likely would you be to consider buying IBM Computer Software the next time you need Computer Software?

Extremely Likely	Very Likely	Somewhat Likely	Neither Likely nor Unlikely	Not Very Likely	Not at All Likely
3%	39%	22%	0%	10%	26%

42%



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# IBM Mid-Market Campaign – Research Results

**IBM brand strength showed a significant lift (5%) among individuals exposed to the Mid-Market campaign on The WSJ Office Network.**

