



*case study*

**XEROX.**

# Xerox – Building brand differentiation



## Key message

- To strengthen overall brand positioning.
- To build differentiation & relevance with more personality & involvement: new Xerox brand essence - Enterprising, Savvy and Vibrant



## Markets

- The whole of Europe

## Targets

- A wide business decision making audience

## Environment

- Football



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## Corporate campaign

- Prime Time spot campaign on Eurosport (with premium placement 1<sup>st</sup> & last in break) completed by an online campaign on eurosport.com.

## “Colour in Football” concept

- Eurosport proposed a tailor-made communication solution around the theme: “Colour in Football”.
- Creation of a personalised micro-site to host an online competition, with the possibility to win a trip to see any European club game of ones choice + personalised international football shirts.
- Tailor-made competition spots (produced by Eurosport teams) & online banners to promote the game and drive Europeans to the site.
- Creation of bespoke vignettes: 5 x 60” mini programs around the theme “Colour in Football” and broadcast in the run up and during the World Cup.



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## Benefits & results

- 14,000 visitors & 180,000 page views on the mini-site
- A research conducted at the end of the campaign proved that vignettes :
  - are well received & enjoyed by the consumer
  - convey brand messages efficiently
  - the most effective campaign is a combination of vignettes & spots.

★EUROSPORT.COM Competition mini site

