



CONSUMER ELECTRONICS GOLD WINNER

Intel SPONSORS OF TOMORROW

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### Business Challenge

What do you do when one of the largest technology brands in the world just... disappears? Intel, a brand that once basked in the limelight, came to us facing a very serious issue: People had simply stopped caring about them.

For the first time, Intel was looking to communicate something much, much bigger about their brand. The brief to us: "Microprocessors have become a commodity and the Intel brand is no longer a key factor in the computer purchase. Make the Intel brand relevant to the everyday lives of consumers." We found several obstacles to addressing this challenge.

To start, people have an incredibly difficult time understanding what a microprocessor actually does. Sure, there are some tech wizards in the world who can decipher microprocessor jargon, but they were not our target. Our target was the mainstream technology consumer who uses computers primarily for basics like email and connecting to the Internet. These users might know that Intel is 'something inside their computers,' but beyond that, Intel stands for little more than a logo and a five-note musical sign-off.

The fact that consumers never actually see or touch an Intel product makes it even more difficult to make the brand relevant. Other brands like Google, Amazon, Apple or HP get credit from consumers for the magical experience of computing. Intel, a brand whose products are at the center, but invisible, doesn't stand a chance in comparison.

Finally, as we started to work against the brief to make the brand relevant to the "everyday" lives of consumers, we started to see that the "everyday" would actually be a trap for Intel. Dozens upon dozens of technology companies, from cell phone providers to computer manufacturers, are trying to take credit for the everyday magic of technology. It is hard to turn on the TV without seeing a technology brand talking about bringing something to our everyday lives, from connecting with friends, to being more efficient, to uniting the whole world. It was not a differentiating position for Intel.

We completely agreed that Intel's problem was relevance. But we were not sold on the idea that the solution was to make the brand relevant to the "everyday" lives of consumers.

### Marketing Objectives

Our primary objective was to make Intel relevant to consumers. To address this objective, our year one goals were to:

1. Get Intel talked about, as measured by social media presence.

2. Increase the brand health Motivation score (Intent to Seek Information about Intel) by 15%.
3. In addition, increase other key brand health metrics including Category Relevance (the likelihood to consider processor brand when buying a computer) and Intel Brand Relevance (the likelihood to choose Intel as the processor).

### Research Objectives

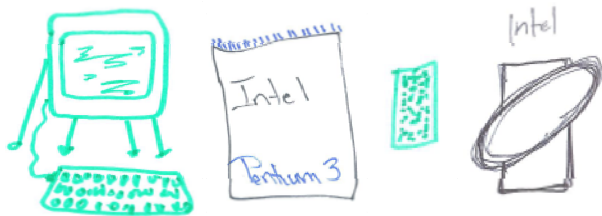
1. To understand what equities the brand had that we could build on to create relevance with consumers
2. Find specific stories or facts that we could tell people about Intel that would make the brand more relevant, and begin to create a more emotional relationship between Intel and consumers
3. Learn where the brand could stretch—what were consumers willing to give Intel credit for that would differentiate it from all of the other companies that are already part of the everyday computing experience?

### Research Strategy and Insights

Our research started simultaneously with both Intel and consumers. In order to be able to talk to consumers about the company to discover what would excite them, we needed to uncover that information for ourselves. We did this as we were starting to understand what the Intel brand stood for with consumers. We then used those learnings to develop some initial creative concepts, which we vetted with consumers both qualitatively and quantitatively. We conducted some traditional focus groups in the U.S., and then used a quantitative study to validate our findings in both the U.S. and in India.

### Key Finding #1: Intel is small chips inside computers

As we expected, consumers had a limited relationship with the Intel brand. Consumers just saw Intel as “a big company that makes chips.” We asked them to draw pictures of what came to mind when they thought about Intel. We got drawings of chips, logos, and computers. Consumers had a very narrow, rational perception of the Intel brand and its products. (Source: Agency Qualitative Research, Fall 2008)



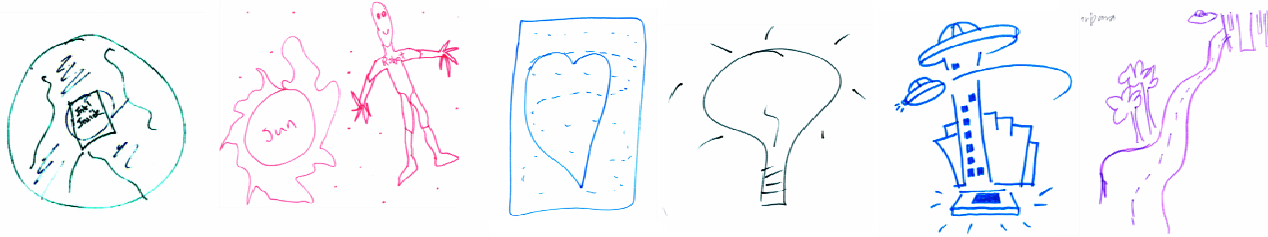
### Key Finding #2: Intel is so much more than microprocessors

As we started to collaborate with our clients, to talk about what makes Intel different from other technology brands out there, we ourselves started to see a very different company than the one consumers were telling us about. We discovered that Intel is much more than a microprocessor company... even if nobody knows it. Behind closed doors Intel is an amazingly progressive company with one of the largest R&D budgets in the world, and a relentless commitment to technology innovation. Intel is driven by philosophies like Moore's Law and 'all science fiction has the potential to be science fact.' We found amazing stories about technologies that Intel is already working on and developing today: software that is operated by mind-control, robotics, wireless power—technologies that will change our collective future. (Source: Intel; Intel Developers Forum, Fall 2008)

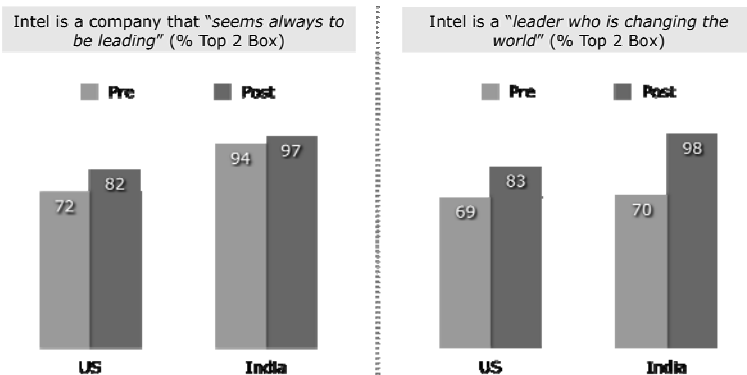
### Key Finding #3: Intel: A company that is changing the world

So we started to tell consumers what we had learned. We found that when you start to talk with consumers about the innovation happening inside Intel, they stop talking about Intel as “just a big chip company” and start talking about it as a “company focused on the future” or “a place filled with smart engineers making the

smartest products.” We then asked the same question again—We had people draw a picture of what came to mind when they thought about Intel. The drawings and the way people talked about the company completely changed. People actually became emotional when they talked about their images, about how Intel was a company that was “creating a path to the future,” whose products were “the smartest available,” that were “ahead of the rest.” (Source: Agency Qualitative Research, Fall 2008)



Before moving forward, however, we wanted to make sure that this idea could be validated quantitatively, both in the U.S. and in India, a key market for Intel. We did a quantitative study where we asked respondents key questions about the Intel brand both before and after showing them work that told the stories of we had learned about the Intel brand. Key metrics about leadership increased significantly in both markets.



(Source: MarketTools Custom Quant Study, November 2008)

## The Big Idea

The Intelligence Inside Intel is Creating the Future

### Developing the Campaign

To make Intel relevant, our story seemed clear: we would tell consumers about a side of this company that they hadn't heard about before. About the R&D and innovation, about what the future could look like, and about the amazing people inside Intel who were making all of this happen.

The campaign would tell consumers about the amazing people inside Intel who were changing our world, tell them something new about Intel that they didn't know before, and show them the humor and quirky personality of the people inside the company and the brand.

Our campaign launched with a TV spot that also ran in several digital outlets called “Rock Star,” that showed the Intel engineer who created the USB technology as a hero inside Intel. While a second spot, “Oops,” leveraged what consumers already know about us as chip manufacturers to tell a story about our quirky personality and constant drive for innovation.

The print work, which was also translated into outdoor, used a device in the headline, “Yours vs. Ours,” to

show people how the world inside Intel was different from the world of consumers. There was one line that leveraged the Rock Stars TV spot, telling consumers “Your rock stars aren’t like our rock stars,” and showed a rock band on one side and Intel engineers on the other. Another ad headlined “your clean room isn’t like our clean room,” and showed a little girl’s clean bedroom on one side and an Intel clean room where chips are manufactured on the other.

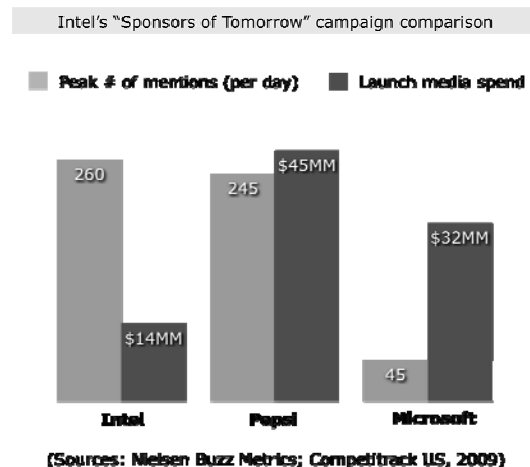
Broadcast and print generated awareness by delivering the fun, quirky, intelligent and optimistic sentiment that defines Intel; while digital and OOH provided the innovation needed to break through our cluttered market. The communications plan brought the idea to life with never-been-done-before opportunities in many forms:

- Interactive billboards and storefronts linking consumers in New York and 6 other cities across the globe via real-time SMS texting
- NYT.com takeover reporting the news of the year 2040 to users worldwide
- Times of India front page takeover (the physical newspaper)
- Baidu (China) Home Page media allowing users to “Text for Tomorrow”
- Hulu Spring Finales ownership and CBS HD Gallery technology creation and sponsorship

## Business Results

### 1. Get Intel talked about

Intel’s Sponsors of Tomorrow campaign was met with impressive buzz across the board as measured by overall buzz volume (number of mentions): The campaign performed on par with Pepsi’s “Refresh Everything” launch and significantly outperformed Microsoft’s “I’m a PC” launch. This is particularly impressive given that Intel’s launch media spend was less than half that of Microsoft’s, and less than a *third* of Pepsi’s:



In addition to buzz volume, the Sponsors of Tomorrow “Rock Star” television ad has been viewed more than 1,000,000 times on YouTube in just a 4-month period (Source: YouTube). This is leaps and bounds above views for other Intel historical campaigns (“Blue Man Group,”

“Multiply,” etc.), all of which have had significantly longer lives on YouTube and other video viewing outlets. In the United Kingdom, “Rock Star” was the third most viewed video on YouTube in its debut week, just behind Susan Boyle’s famous “Britain’s Got Talent” audition (Source: YouTube).

As part of Sponsors of Tomorrow, we also developed outdoor digital billboards that featured scrolling

messages from texting passersby. The first billboard appeared in New York's Times Square, but we quickly rolled out to other locations (Miami, Chicago, Berlin, etc.) where storefront digital signs were linked for a multi-site, international texting experience. To date, the "Text for Tomorrow" effort has yielded over 120,000 submissions in 14 languages from 7 regions globally. These are particularly impressive numbers for a brand that, to put it frankly, nobody really thought much about. (Source: Unwired Appeal, 2009)

Heavy press is another very clear sign that a global campaign launch is successfully breaking through at all levels. Coverage of Intel's Sponsors of Tomorrow campaign reached unprecedented peaks for Intel, garnering worldwide attention in advertising and marketing trades, as well as top-tier business, tech and news trades (Source: Nielsen Buzz Metrics, May 2009):

*"Intel jokes about its own culture in the new ads..."* (Source: Wall Street Journal, May 2009)

*"Intel's biggest brand marketing launch"* (Source: inews24, Korea, May 2009)

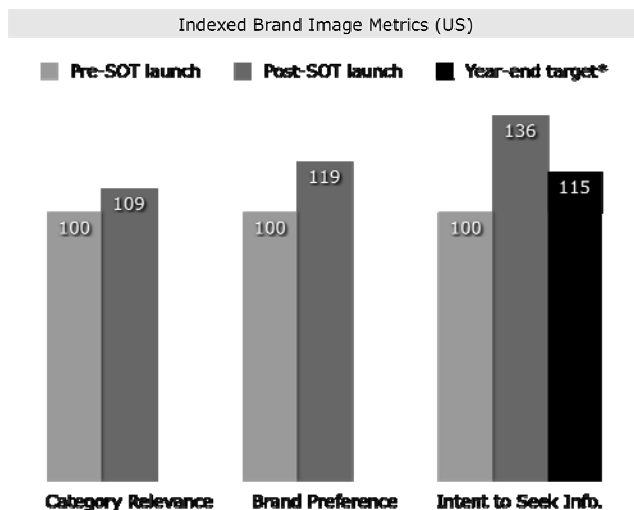
*"I'm excited about these new 'not your Intel' ads"* (Source: Gizmodo, May 2009)

*"...not just a chipmaker"* (Source: Werben & Verkaufen, Germany, May 2009)

## 2. Increase key brand health measures

As a result of Sponsors of Tomorrow,

- Category Relevance increased 9% from 4 weeks prior to SOT launch
- Intel Brand Preference increased 19% from 4 weeks prior to SOT launch
- Intent to Seek Information increased 36% from 4 weeks prior to launch and is already 21% above the year-end target



\*Year-end target defined only for Intent to Seek Info.  
(Source: Millward Brown/IMR report, 8/2009)