

## Mummy: The Inside Story

**This case study was a finalist in the IPR 2003 planning, research and evaluation awards. It covers planning, research and evaluation carried out by Metrica. The project was conceived and developed by Portfolio Communications for its client, SGI (Silicon Graphics) and won the IPR 2003 award for best B2B campaign.**

### Objectives:

SGI is best known as the IT company behind the graphics in Hollywood blockbusters such as Jurassic Park and Toy Story. More recently, the company has developed its 3D visualisation technology, used by car and aircraft designers, oil and gas engineers and pharmaceutical companies to study huge volumes of data in a visual, 3D format that enables highly complex problems to be understood and solved.

Portfolio Communications was keen to develop a campaign that would enable it to demonstrate the capabilities of the technology in a creative manner, appealing to a broad range of media to reach the client's key target audiences of ABC1 scientists, engineers and managers. Critically, success of the campaign depended on identifying and developing a creative approach appropriate to reach the target audiences in question, through careful planning and measurement.

SGI's objectives for the PR campaign were:

- To raise the company's profile and develop its positioning as a leading provider of 3D 'visualisation technology' to (ABC1) managers, scientists and engineers
- Demonstrate the power and versatility of SGI visualisation technology to address and solve data intensive scientific and business problems
- 'Popularise' visualisation technology and present it as a medium to be able to understand and manipulate complex data
- Reinforce SGI's reputation as world leaders in visualisation technology
- Highlight SGI's penetration and reputation within the world's scientific community

### Implementation:

With a very specifically defined target audience it was vital to identify a creative planning approach that would maximise exposure to SGI's key audiences as cost effectively as possible. In order to achieve this, Portfolio used the 'ConsumerPulse' planning tool developed by Portfolio's sister company, Metrica. This contains information on all aspects of consumers' lifestyles including:

- Media consumption
- Leisure interests
- Sports activities
- FMCG / food & drink consumption
- Shopping habits
- Financial situation and purchases
- Computing, internet, mobile phone usage
- Transport usage
- Family situation
- Socio-economic / regional demographics

This information was cross-referenced against SGI's target audiences, allowing Portfolio to identify key areas and match these against (a) sports, leisure and other activities of interest to the target audience and (b) the most effective media through which to reach them. Among the patterns revealed by ConsumerPulse was an excellent match between SGI's target audiences and their propensity to visit museums, with 42% of SGI's AB audience having visited a museum within the 12 months preceding the project. Portfolio was already in discussion with Egyptologist, Dr John Taylor, of the British Museum, with a proposition to use SGI's 3D visualisation technology on one of the British Museum's Egyptian antiquities and ConsumerPulse confirmed the benefits of such an approach from a PR perspective.

Armed with this information, and agreement from the British Museum to participate in the project, Portfolio was able to develop the creative concept with confidence.

In order to maximise PR potential, Portfolio approached the *Financial Times*'s on an 'exclusive' basis. The FT was chosen for its demographic audience profile match with SGI and the British Museum's key audiences identified during the planning process. A bonus from this approach was that the journalist also agreed to produce a piece for *New Scientist*, another key publication for both SGI and the British Museum, to coincide with the FT story.

The journalist was invited to follow the whole visualisation process, from scanning through to a private viewing when the first ever 3D images revealed astonishing and comprehensive answers to mysteries unsolved for 3,000 years to an expectant and highly excited select audience. She was also given exclusive advance briefings with specialists from SGI and the British Museum. Following this, Portfolio launched the story to the national and IT trade media.

### **Evaluation & Measurement**

As the campaign gained momentum, the media swooped on the story and the coverage achieved was incredible. Although results of the campaign were clearly impressive in terms of where coverage had appeared, Portfolio needed proof that key messages had been delivered and that the media reached the target audiences identified during the planning stage.

Using Metrica's media analysis, Portfolio was able to demonstrate the following to the client:

- A high proportion (48%) of UK adults were reached by coverage. This was boosted by national press and TV pieces.
- Strongly favourable coverage mentioned SGI, had higher impact graphics, and focused on the technology rather than the Mummy.
- Message delivery was very strong. The more focused message 'SGI is a high performance computing specialist' was the weakest, but was still delivered in 47% of print articles - an excellent achievement.
- 38% of online articles directed readers to the SGI website.
- 68% of print articles (including online items) featured a graphic, which increased the impact of coverage
- All coverage was either 'strongly favourable' (45%) or slightly favourable' (55%)
- The campaign reached 68% of UK 'A' adults; 56% of UK 'B' adults; and 50% of UK 'C' adults (22 million people in all) with an average frequency exposure of almost 2 overall (2.2 for demographic profile A, 1.9 for demographic profile B and 1.8 for demographic profile C1)

### **Creativity:**

Careful planning and measurement played a major role in supporting Portfolio's ability to fulfil the client's brief, particularly with regard to the original objectives and supporting the proposal of a concept that was new to SGI as a visualisation demonstration. The planning process, including the use of Consumer Pulse, was very effective as a proof of concept tool to demonstrate to the client the viability of the campaign and to provide Portfolio with the necessary information to confidently plan the rollout of the PR campaign in a very targeted way.

The media analysis at the close of the campaign confirmed that this had been achieved with a high level of reach and frequency. In addition, the media analysis revealed that key messages were delivered favourably in a very high percentage of the media coverage that was achieved and that the campaign reached a very high proportion of the UK population by generating coverage in a range of media types, notably popular national press, radio and television.