



Global Video Collaboration Giant's 25th Hour Program

KEY OBJECTIVES

1. Create communication differentiation, to cut from the clutter and move away from commoditized communication in vogue today.
2. Engage the key audience -IT teams in corporates in a fun filled way.
3. Push across the proposition of 'saving time' with VC in an innovative way.

RESULTS

2 million+ Audience Reach

800+ Participated in Contest

6000+ Voters Voted

3700+ Social Engagement Events

65% Participants- Corporate Professionals

15% of Top Key Accounts Engaged

Background:

A Swiss company focused on innovation and quality, Logitech was founded in 1981 in Lausanne, Switzerland. With products sold in almost every country in the world, Logitech has developed into a multi-brand company today.

The modern workplace is all about collaboration. Logitech advanced video conferencing solutions lets teams talk, share files and screens, and whiteboard ideas. Makes meetings seamless, productive, and fun. Logitech partners with the most popular video conferencing platforms: Microsoft Teams, Skype for Business, Zoom, Google Meet, WebEx and others.

What we did?

We created the concept of 25th hour, which symbolizes the extra time people get when they use video conferencing (by saving time on travel essentially).

In the first phase (duration 5 days) - users were teased with an intriguing communication around 25th hour. Users could click on banner ad and reach a page where we set the tone by describing the need for extra hours in a day and that users should sign up so that they can be alerted about something special around 25th hour. We leveraged, past database of users who participated in our webinars, or engaged with our various programs or enquired about products and serviced.



In the second phase (duration- 5 days) - we used remarketing and emailing to reach engaged users of the first phase to tell them about the 25th hour contest. The idea was to build excitement and at this stage we showed the innovative range of Logitech VC systems which helps people save time and how they can win exciting gifts by participating in the 25th hour contest. Users found this information on a countdown landing page.



In the third phase (duration -15 days) - we invited all registered users as well as users who engaged with our communication in the past across multiple platforms (through remarketing) to participate in the contest. We created a special contest application -which can be used on both mobile and web.

The contest had 2 steps: 1) Explain, if users get an hour extra in the day (25th hour), how would they utilise it innovatively. 2) Share on social platforms and ask for votes on their idea.





If you can add 1 extra hour in your day, how do you intend to spend your 25th hour? Have fun? Or just laze it around? Share your 25th hour plans and stories with us.

The best and the most inspiring entries will win exciting prizes.



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Our Partner



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Results:

We have reached over 2 million+ users with about 4 million+ ad impressions and received over 800+ participants as contest players and over 6,000+ users as voted on the idea.

Our Esteemed Clients

