

Marketing Society Awards 2012

Entry for Category T) Business to Business Marketing

Orange exchange online by Publicis Blueprint for Orange (everything Everywhere)

Contact: Neal Anderson

SUMMARY (129 words)

Issue 31, Nov 2011 www.orangeexchange.co.uk/rds31

Issue 30, Sept 2011 www.orangeexchange.co.uk/rds30

Issue 29, June 2011 www.orangeexchange.co.uk/rds29

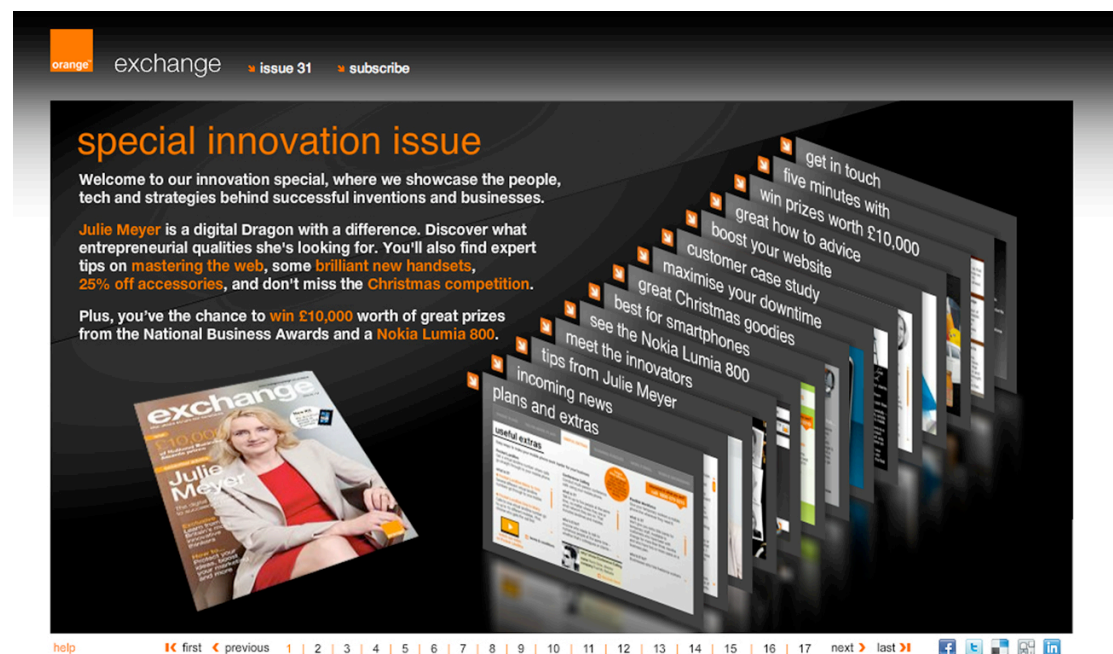
Non-customer 'preview' editions www.orangeexchange.co.uk

Orange Exchange magazine is an ongoing integrated loyalty and reward programme for Orange's small to medium-sized enterprise (SME) business customer base. It is designed to boost engagement and retention, as well as enhance customer service, driving activity and ARPU, as well as reducing churn.

Emailed directly to circa 40,000 customers, the online edition is a significant part of Orange's contact strategy for its SME customer base.

It is proven to work - a staggering 92% take positive action after reading, with 55% visiting the Orange website and 32% contacting Orange about products/services.

As well as engaging customers and encouraging customer action, exchange online also facilitates customer dialogue and acts as a highly effective insight tool to help Orange react quickly and deliver flexible solutions to meet real customer needs.



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SUBMISSION (669 words)

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Digital editions

The constantly evolving digital edition and supporting email remain unique in the mobile B2B sector, supporting Orange's position as a digital communications enabler for business and providing the company with a clear point of difference over its competitors.

Produced bi-monthly, exchange online and the supporting emails to 40,000 subscribers together deliver information on the latest Orange products and services, as well as providing technology updates along with inspirational and practical business advice.

The digital edition adds significant value over print through interactive rich media content, rewarding customers with exclusive extra online features, videos, bonus content, special offers/discounts and competitions.

Highly targeted

For relevancy, eight customer editions are published, each targeted at a particular segment in terms of business size and point in the contract life cycle. Eight segmented eDMs are directly emailed to customers to support the publication of each issue. An initial broadcast is sent as soon as the latest issue is published.

Online edition content is also updated post publication to highlight breaking news, new offers or support a particular client campaigns. A second email broadcast is undertaken 2-3 weeks later as a reminder and to highlight the fresh online content.

Use of Flash benefits by blocking search for the customer editions – this helps ensure content remains customer exclusive. However a non-customer 'preview' edition is also available.

Innovative approach

As well as demonstrating Orange innovation, the customer editions reward Orange SME business customers with additional online content, exclusive videos, competitions and offers. Intuitive navigation such as thumbnail previews for page number rollovers, as well as immediate links to further information, deliver a quality user experience. This also allows customers to easily dip in and out, in any order and at any time (over a third return).

Delivering customer insight

Orange is committed to understanding customers' business requirements. Exchange online directly contributes through content analytics, but also using regular reader surveys via competitions that facilitate direct dialogue with customers. Survey/competition responses have increased 27% year-on-year, delivering invaluable customer insight to steer campaigns and product/services development.

They also add further value for the client by providing regular press release material for Orange's business PR team. For example, issue 29's competition delivered an amazing 1,900 customer case study leads. In 2011 social media sharing was also enabled to extend reach and content ROI.

In summary, exchange online is proven to engage and encourage customer action. It also facilitates customer dialogue and acts as a highly effective insight tool to help Orange react quickly and deliver flexible solutions to meet real customer needs.

KEY RESULTS 2011

Online reader survey (issue 27, Feb 2011, 1,253 respondents)

- 92% took positive action as a result of reading
- 62% found out more about Orange products/services
- 55% visited Orange business website
- 32% contacted Orange about products/services
- 29% visited an Orange shop
- 28% recommended Orange products/services
- 27% had increased opinion of Orange as business services provider
- 13% changed business tariff
- 78% rated it 8 out of 10 or above as easy-to-read
- 66% rated it 8 out of 10 or above as helpful

Online engagement 2011/2010

- Issue 29 = 59% increase unique visitors over average*
- 28.2% increase in uniques for equivalent 2011/2010 issues*
- 26.5% increase in total unique visitors year-on-year*
- 34% return*
- 60% content viewed - 2010/2011 average 9 out of 15 pages viewed
- Page views up 22.2% year-on-year*
- 2011 = 29.1% increase over average page views*
- Subscribers up 29% year-on-year**
- Competition entries up 27.1% year-on-year**

Email performance


- Open rate 20.3%** (benchmarks*** B2B 13.9%, IT 13.8%)
- Click-through 5.8%** (benchmarks*** B2B 1.43%, IT 1.16%)
- Click-to-open 31.9%** (benchmarks*** B2B 10.3%, IT 8.2%)

Sources

**Google*

***Orange*

****Benchmark report: www.signup-onlinemarketing.co.uk/email-benchmark-2011/*



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special innovation issue






Welcome to our innovation special, where we showcase the people, tech and strategies behind successful inventions and businesses.


Julie Meyer is a digital Dragon with a difference. Discover what entrepreneurial qualities she's looking for. You'll also find expert tips on **mastering the web**, some **brilliant new handsets**, **25% off accessories**, and don't miss the **Christmas competition**.

Plus, you've the chance to **win £10,000** worth of great prizes from the National Business Awards and a **Nokia Lumia 800**.



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- five minutes with
- win prizes worth £10,000
- great how to advice
- boost your website
- customer case study
- maximise your downtime
- great Christmas goodies
- best for smartphones
- see the Nokia Lumia 800
- meet the innovators
- tips from Julie Meyer
- incoming news
- plans and extras

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Discover how **Sir James Dyson** cleaned up by blowing away the competition with his now famous bag-free vacuum cleaner. We've expert tips on **mastering the web**, some **brilliant new handsets**, great **Christmas accessories**, as well as all the **latest news**.

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meet the innovators

The National Business Awards bring together Britain's most forward-thinking minds for the Orange Innovation Award. Roll over the photos to meet the finalists

and the National Business Award goes to...

Celebrating the best of British business and its 10th anniversary this year, the National Business Awards, in partnership with Orange, were founded in 2002. Since then, a mixture of unknown and household names – including Innocent Drinks, ASOS and Dyson – have walked away with prizes at the annual ceremony.

The awards aim to give businesses of any size – both public and private sector – a chance to shine. Find out who won this year at nationalbusinessawards.co.uk

Here we take a closer look at the winner and finalists for the Orange Innovation Award 2011. Look out for more on the winners in our next issue.

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best for...

We take a look at some of the most innovative smartphones on the market

email // networking // web // all trades

networking

BlackBerry® Curve™ 9360

The 9360 is a fine example of how a slim lightweight design can be teamed with high functionality. The BlackBerry 7 operating system lets you run voice-activated searches for easy access to contacts. Emailing is effortless, and with BBM 6 instant messaging you can send messages to fellow BlackBerry users for free (data transfer is chargeable).

OS BlackBerry® 7
screen 2.4-inch thin film transistor display
connectivity WiFi, 3G+, Bluetooth, A-GPS
camera 5MP



other contenders

HTC ChaCha

With a quick click of the button in the lower right corner you can update your Facebook status and upload photos.



Sony Ericsson Xperia™ Ray

Facebook is fully integrated into the wafer-thin Ray. Sign in once during set up and you'll have seamless access to the social network site whenever you need it.

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two's company

Introducing the Nokia Lumia 800 – the first handset to feature the combined might of Nokia and Windows Phone 7.5

When Nokia and Microsoft announced they were teaming up last February, it caused quite a buzz in the tech world. Nine months on, the fruit of their collaborative labour has been unveiled.

Check out the video below, rollover the pulses (right) to uncover more, try a 360 view (bottom right) or click on the buttons (top right) for a full run down on this amazing new handset.



like what you see? call: 0800 079 0208

win a Nokia Lumia 800

why Windows Phone 7.5 is ideal for business

check out the detail

360° view



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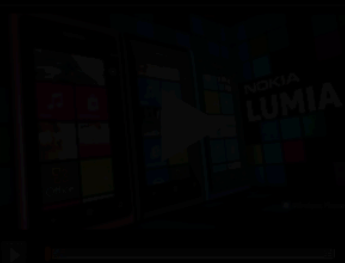
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close

like what you see? call: 0800 079 0208

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why Windows Phone 7.5 is ideal for business

check out the detail

360° view

Drag the phone above to rotate or use the left and right control arrows

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Christmas kit

Upgrade the festivities this year by adding a gadget or accessory to your wish list - click products for more

[more](#)

get 25% off selected items
Visit the accessories shop and enter 'ORANGE20' at the check out

[more](#)

win an iPad 2 - have you entered the customer Christmas competition yet?

[don't miss out, enter here](#)[more](#)

Christmas gift box

great gift ideas for others too...

If you're thinking of treating someone to a pay as you go phone, buy one instore for £30 or more before 24 December and you'll get a fantastic **Christmas gift box**, including Angle & Curve headphones worth £60 and a selection of apps, absolutely free.

Free with any pay as you go phone over £30

[get your gift box now](#)

Christmas gift box: offer ends 24 December 2011. New and upgrading Orange pay as you go customers buying a new phone costing more than £30. Apps: download before 31 January 2012. Windows and iPhone excluded.

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5 ways to boost your website

Driving traffic to your homepage can be tough, but there are five golden rules that every website should follow. Tech journalist Dan Oliver gives us the lowdown

1

Optimise for mobile

Over 10 per cent of UK internet users currently access websites via mobile phones, so providing a mobile version of your site is a priority. WordPress users can use a plug-in such as WPtouch Pro to reach mobile surfers. Or, for a quality and hassle-free way of converting your existing pages for the mobile web, try [wapple.net](#) or [mobify.com](#)

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Company in focus

Maple & Rose

interviewee Jen Wagner, founder
business type Online boutique
location Bristol
founded 2011



Maple & Rose is an online boutique, set up by two friends with a love for niche and vintage designs and a desire to share these products online.

"Launching using e-commerce means that the site is our shop front," explains Jen Wagner. "It was important for us to get this right because you only get one chance when a customer arrives and there isn't a charming sales assistant to engage you."

"First on the list was to keep things clean and spacious and let the imagery speak for itself - and sell itself, of course. It was also important to keep things simple by creating

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maximise your downtime

Tablets are great for business connectivity, mobility and flexibility. See our tablet plans below for options

▶ see our tablet plans

▶ uncover the BlackBerry PlayBook

Check out these five great apps to



Film to Go



UK Train Times



best for smartphones: What handset's best for the things you do the most?



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five minutes with...

Every issue we grab a quick phone call with a successful entrepreneur to find out the secrets of their success. Here we meet Richard North

in a nutshell

company Wow! Stuff
web wowstuff.co.uk

Richard North founded toy and gadget importer-turned-supplier Wow! Stuff in 2001. Since then the business has become one of the fastest growing privately-owned companies in Britain and picked up a few awards along the way, including Innovator of the Year at the National Business Awards in 2010.



■ you've won a number of awards for innovation. Why?

Our management team doesn't come from the toy industry so that means we aren't caged into a standard business model. Once we create a product we challenge ourselves to find a new way to market it. We borrow ideas from other industries and forge ahead. And if it doesn't work we change it.

■ what will you be looking for as a judge at the National Business Awards?

I'm one of the judges for the Entrepreneur of the Year Award, so I'll be looking for a leader. An individual who can take their business and their team to the next level. I will be looking for proof of their business success to date and how they can take it further.

■ why do you invite inventors and factories to submit products?

We welcome ideas and inventions from anyone. The more we see, the more opportunities we have. We receive many ideas, but we're looking for that super special item that we can invest heavily in and develop into a blockbuster toy. So far we've brought a number to market, including the My Keepon robotic toy and the Air Swimmers radio control fish.

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Hello,

Welcome to your latest exchange, our **special innovation issue**.

Click through now and you'll see the people, technology and strategies behind some of the UK's most successful inventions and businesses.

Digital Dragon **Julie Meyer** gives advice on how to really stand out, and meet who's won the highly prestigious 2011 **Orange Innovation Award**.

We've also **brilliant handsets**, and **terrific tablets** for you, as well as five expert tips to **perfect your website**. Plus, take advantage of an exclusive **25% off Christmas accessories**.

That's not all - you can win a **Nokia Lumia 800**, and we're offering you the chance to win our **star prize worth £10,000**.



Windows to the world

Introducing the amazing **Nokia Lumia 800**, the first smartphone with **Windows Phone 7.5**

the innovation issue



win up to **£10k of prizes**



how to be an **innovator**



get **25% off accessories**



meet Britain's brightest innovators

Discover who's won the Orange Innovation Award at this year's National Business Awards, plus meet the other bright sparks who were shortlisted.



get great call plans with flexible extras

You get even more from our business plans - extras as standard, plus a range of flexible add-ons to choose from.



see innovative new smartphones

Check out some of the newest smartphones, plus suggestions for what's best for things like email, networking and surfing the web.



read our case study for success

Discover how Jo Dawes, an Orange customer like you, has achieved great success through flexible working with her interior design consultancy.

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Solutions for you, plus roaming options

 **five ways to perfect your website**
Top tips on getting the best from online

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 **five minutes with...**
Award winning gadget guru Richard North

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**exchange**  **issue 31**

Hello,

Christmas is coming, so why not go to your latest issue now and take advantage of an exclusive **25% off great accessories**.

We've **brilliant handsets**, and **terrific tablets** too, as well as the chance to win a stunning **Nokia Lumia 800**. That's not all, as we're offering you the chance to **win our star prize worth £10K**.

Because this is our **special innovation issue**, you also get the low-down on the technology, people and strategies behind some of the UK's most successful inventions and businesses.

Digital Dragon **Julie Meyer** gives advice on how to really stand out, and meet who's won the highly prestigious 2011 **Orange Innovation Award**. Plus, don't miss our five expert tips to **perfect your website**.



Christmas goodies

-  check out our Christmas gift box offer, and get an exclusive 25% off great gadget gifts



-  win up to £10k of prizes
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-  have you entered the Christmas comp yet?

the innovation issue



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Discover who's won the Orange Innovation Award at this year's National Business Awards, plus meet the other bright sparks who were shortlisted.



Julie Meyer on entrepreneurship

The BBC's digital Dragon gives shares her tips on how to succeed in business, plus advice on how to really stand out.



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