

Dell Increases Brand Awareness with Larger-than-Life Launch Promotion



We make your brand an experience.

Client Objective:

Dell wanted to create a big splash surrounding the large-scale refresh of their Latitude product line.

Brand & Initiative:

The Dell brand team needed a way to generate internal buzz about their Latitude product refresh and ensure employees were conversant on key talking points. They hoped to achieve this with a larger-than-life promotion at their Round Rock, Texas headquarters and at over 30 other Dell offices worldwide.

Strategic Solution:

Orchestrate a campaign that stops employees in their tracks and conveys platform messaging in a variety of innovative ways.

Strategic Solution:

BDA turned the Latitude refresh into an experiential launch event through the use of interactive signage. BDA ideated, proposed and executed on the creation of 37 custom inflatable replicas of the Dell Latitude Notebook. Of these inflatables, seven were 20 feet tall, intended for outdoor display. The 30 remaining seven-foot-tall inflatables were used indoors at various Dell offices. The notebook "screens" adhered with hook-and-loop fasteners, allowing Dell to switch out messaging each week of the four-week campaign and repurpose the inflatables for future events.

BDA created and provided complete launch kits for all 30+ Dell locations. Each contained an inflatable notebook as well as flying banners for the front of each building, sidewalk skins, window clings, carpet skins for high traffic areas, and installation instructions. BDA oversaw delivery and installation at Dell headquarters in person.

Action:

- **BDA Logistics** - Managed quick-turn product shipments from multiple vendors, facilitated heavy freight shipping and negotiated customs delays due to the Chinese Summer Olympics, delivering all product on-time in over 25 countries.
- **BDA Preferred Supplier Network** - provided 37 large custom inflatables and other custom signage within the client's budget and in less than three weeks, despite a standard 2-1/2 month turn time.
- **Dedicated Account Team** - Leveraged years of brand extension experience and a deep understanding of the Dell brand to customize an out-of-the-box launch event in less than three weeks.

Brand Results:

Dell bridged the physical distance between its nearly 90,000 employees with an original and effective messaging campaign. As a result, Dell achieved the widespread global awareness it sought and created an educated staff of salespeople who could further spread the brand message.

Testimonial:

"Our hope was that we'd have one message around the world that would excite our employees. Based on the volume of feedback from our internal blogs, we more than exceeded this goal. This program would not have been possible without the partnership Dell has with BDA. We worked side-by-side making real-time decisions associated with this critical product launch."

Bob Blount
Dell Global Internal Communications

