

## Copy and theme messaging, Cisco 'Wake up to Smart Care' launch

Cisco's Smart Care service enables certified Cisco partners to sell network-wide technical support to their end-customers. Launching Smart Care in the UK, Cisco needed a campaign 'Big Idea': a thought to anchor a two-day event motivating and engaging its internal sales teams. My message platform 'Sell a smarter Cisco. Wake up to Smart Care' for agency Drumfish was the answer. The brief called for upbeat, compelling copy for teaser e-shots, a micro site, invitations, internal and external posters and an incentive piece takeaway. The initiative was so successful it subsequently became an event package rolled out across 16 Cisco European locations. Concept and Copy: Ian Castle, Freelance Copywriter. Agency: Drumfish. Design: Beyond. Event Management: Blue Dog

*Example extracts:*

*Event invite:*

### **Sell a smarter Cisco.**

What really gets results when the pressure's on? What sets the top 2% of sales performers apart? Learn on June 13<sup>th</sup>. Get the inside track on Smart Care and have the chance to win some fantastic entertainment and gaming gadgets. Prizes include a Nintendo Wii plus a bunch of iPod nanos and iPod shuffles.

But to join in the fun, you need to be there.

Be smart and take just 60 minutes out.

Hold the date and expect the unexpected.

*Presentation takeaway piece:*

You've heard the presentations. You've seen what's at stake. We've given you the inside track. Now it's time to make the difference. It's time to recruit partners to register. It's time to get them selling Cisco Smart Care Service.

It's really not difficult to get started with Smart Care Service. The rewards are significant. The only investment is a little time. Everything you need is all in one place.

It's easy to wake up to Smart Care.

### **A little 'Thank-you'. Your iTunes Gift card.**

We hope you enjoyed your briefing today. And we really do appreciate giving us your time. Attached is an iTunes gift card. Thanks for making today a success. Enjoy.

For Sale. Persuasion.™



Sell a smarter Cisco. Wake up to Smart Care.  
[www.in.cisco.com/go/smarter](http://www.in.cisco.com/go/smarter)



You've seen what's at stake.  
We've given you the inside track. Now it's time to make the difference: to recruit partners and get them selling Cisco Smart Care Service.  
Wake up to Smart Care.



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