

4th March 2009

Case study: Sun Microsystems



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INTRODUCING...

identify

recommend

express



› Sun Microsystems – Andreas Schneble

- › Develops technologies that power the global marketplace
 - Systems and Storage: SPARC, x64 Servers, Servers + Storage
 - Software: MySQL, Solaris, Java
 - Services
- › Ranked #184 on the Fortune 500
- › Fiscal Year 2009 Q2 Revenues: \$3.220 billion
- › 30,000 employees worldwide
- › Conducts business in over 100 countries
- › www.sun.com



Andreas Schneble,
Group Manager Europe,
Global Online Marketing

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> dnx – Domini Pettifar

Founded: 2000

Staff: 34

Full service marketing communication agency offering:

- > Strategy
- > Media / planning
- > Concepts / copywriting
- > Design / artwork
- > Digital / e-marketing
- > Data management

www.dnxmarketing.com



Domini Pettifar, Joint MD

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› Sun's Social Media Strategy

Turning things upside-down

- › On the network consumers:
 - Create identity
 - Express affinity
 - Unleash creativity

- › It's all about me
- › Content is king
- › The syndication of everyman
- › Opportunity to radically grow Sun brand awareness, preference by capitalizing on it

Sun Learning eXchange

Community content

Blogs

Wikis

Twitter

Forums

File Sharing

Radio Network

Multimedia

Facebook



› Sun's Social Media

Blogs:

- › 9700 bloggers
- › 1.8m page views per month

WIKIS:

- › 2400 contributors
- › 101M Unique visitors/month

Sun Forums:

- › 355 Forums
- › 351,000 Contributors

blogs.sun.com

participate

Login for Sun employees only

Welcome to Blogs.sun.com! This space is accessible to any Sun employee to write about anything.

Search Blogs Full Text Search Terms

Most Popular Tags

adoption ajax bigadmin blog china cluster community dtrace frontpage glassfish hpc identity identitymanagement japan java javafx javaone jruby linux management metro music mysql netbeans open open-source opensb openoffice openoffice.org openportal opensolaris opensource opensso performance portal project ruby security server soa software solaris source storage sun sunray sysadmin technology v3 virtualbox virtualization web web2.0 webservices work xvm zfs

Recent Posts

Everything Old is New Again
Joseph D. Darcy's Sun Weblog | /Numerics | October 29, 01:54 PM PDT | By darcy
I was heartened to recently come across the article, Java's new math, Part 1: Real numbers which details additions I made to Java's math libraries and 6, including hyperbolic trigonometric

Popular Blogs

Jim Grisanzio: 9816 hits
The Aquarium: 6660 hits
Miles to go ...: 4800 hits

New Sun Bloggers

Ryan Kopf - University of...
Ryan Kopf
Ryan Kopf at the U of I

wikis.sun.com

participate

Welcome to Sun Wikis

This is where contributors inside and outside of Sun Microsystems can share information with each other, and with the world.

Where do I start?

The content in the Sun Wikis is organized into spaces. Click on one of the spaces listed below to begin browsing the wikis. Do you want to create a new space? No problem, read these instructions.

Spaces: My Team New (14) All

Recently Updated

How to Configure an Execution Host With GMON

Sandra Konta
a minute ago

Justin Fellerz
5 minutes ago

forums.sun.com

participate

Sun Forums > Java Essentials >

Java Essentials - Java Programming

Use this forum to discuss general topics related to the Java programming language.

Spotlight

NetBeans, Solaris, GlassFish: The Ruby's Red Slippers Fit

Messages: 385,112
Topics: 63,019
Views: 4,158,270

Filter: All Threads

Post New Topic

Topics	Author	Replies	Views	Last Post
stack overflow problem during sort	PetrakovichJ	13	69	Oct 29, 2008 4:44 PM by [verd >
Using Strings	Tomex	3	11	Oct 29, 2008 4:40 PM by [verd >
Search a directory for a file	curios_Lee	2	31	Oct 29, 2008 4:37 PM by

› Sun's Social Media Strategy tips

- › 1. Relax & Trust Your Contributors



- › 2. Enable Users to Build Their Community

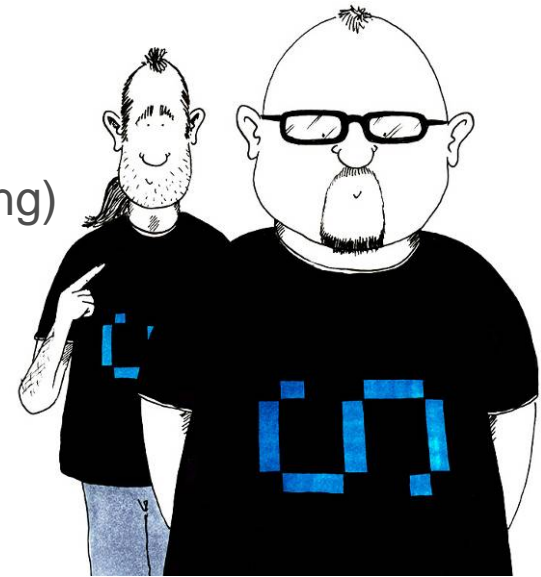


- › 3. Guide & Nurture a Self-Sufficient Community



> The Challenge

- > To engage and have dialogue with a new audience for Sun
 - One that's extremely important to them
 - One that's extremely difficult to talk to
- > SYSTEM ADMINS
 - The unsung heroes of the IT World
(and a cynical bunch when it comes to tech marketing)



> What are they like?

We hate marketing!

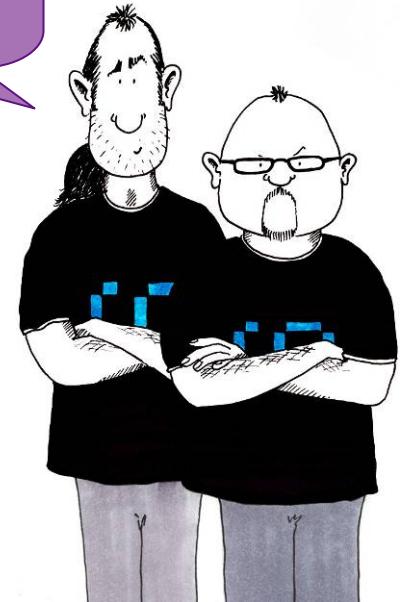
Regard themselves

- > as heroes within the companies at which they work.
- > the ones that keep the systems, the PCs and the network up and running...
without them, it would all fall over in a matter of minutes.
- > refer to end users as “lusers”

AND...

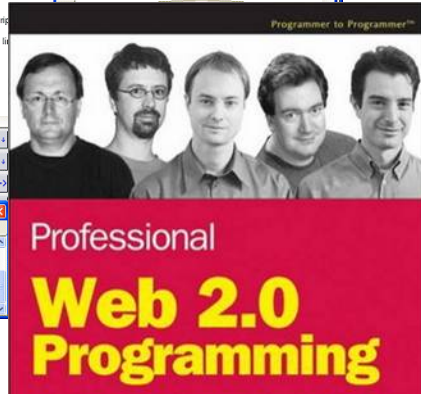
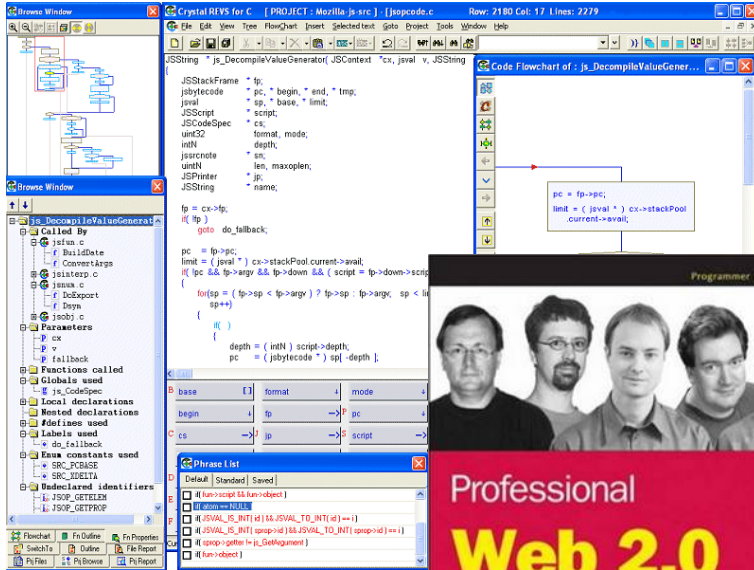
- > notoriously difficult audience to communicate with
- > opinionated and tend not to respond to regular corporate branded marketing
- > prefer to find things for themselves

But our target audience all work for companies that already have a relationship with Sun.



> What are they into?

We have great dress sense!



› The Campaign

- › Microsite at core – a place where System Admins can go to be with others, just like themselves.
 - Contains balance of ‘serious and silly’
 - Cartoons, games, spoof ads
 - Blogs written by 2 main characters ‘Spod’ & ‘Systemhero’
 - Some factual material about Sun and products

**NO SUN BRANDING
NO SUN GUIDELINES**



› Site Homepage

SYSTEMHEROES.CO.UK

- [HEROHome](#)
- [HEROCentral](#)
- [HEROBlogs](#)
- [HEROPlugs](#)
- [HEROFun](#)

- [Join Us!](#)
- [Tell a Friend](#)

Caffeine Crazy

How many users do you have to take out to get a coffee round here? Ideally, as many as possible.



/* Search HEROSchool



HEROHome

You're interesting. You're different. You prefer Friday lunchtime backups to Friday evening tailbacks. You know that ADS, NIS, NDS and LDAP aren't nasty medical conditions. For you, proper lobbying would start with a petition for user rights and data control. Idling and stalling is not about skiving out of a meeting. Anti-hot locking has nothing to do with curling tongs. When it comes to systems: you're the hero.

WIN a T-shirt fit for a hero!

To win a wi-fi T-shirt just like Spod's, register your HERO profile here before 30 June 2008! Everyone who registers will be entered into a free prize draw to win one of 6 t-shirts.

[Click here to register >>](#)

[Terms and conditions](#)



Become a System Hero!

Heroes are invincible - we always know the answers. But are they coded into our DNA or is there some place we find things out. Create your new [HERO Profile](#) to stay in the know and no luser will get the better of you. ([feed me](#))



Logical Domains (LDoms) Discovery Days

☉ Tue, 10 Jun 2008 21:48:30 +0200

Attend the Logical Domains Discovery Day. A Sun expert will explain the concepts of chip multi-threading and how this can be virtualised using LDoms. Topics of discussion include server consolidation, binary compatibility between Solaris versions, Solaris 8 containers, Database consolidation and more.

It's free to attend - so why not register, dates are:

› Site Features

Caffeine Crazy Game



Magic 8 Ball app.



Site Competitions

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To win a wi-fi T-shirt just like Spod's, register your HERO profile here before 30 June 2008! Everyone who registers will be entered into a free prize draw to win one of 6 t-shirts.

[Click here to register >>](#) Terms and conditions

Spoof Adverts



The Bloggers...



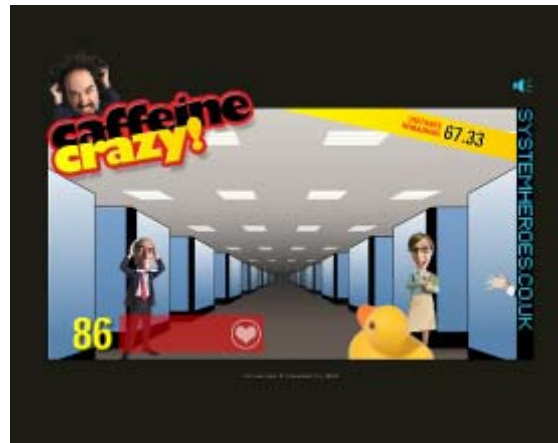
Business Card



Comic Strips



› Caffeine Crazy Game



Style - Tongue in cheek game

Setting – Office corridor

Play - Negotiate your way down the corridor knocking demanding pc users and their problems out the way

Goal - To reach the coffee machine before your caffeine levels get dangerously low!

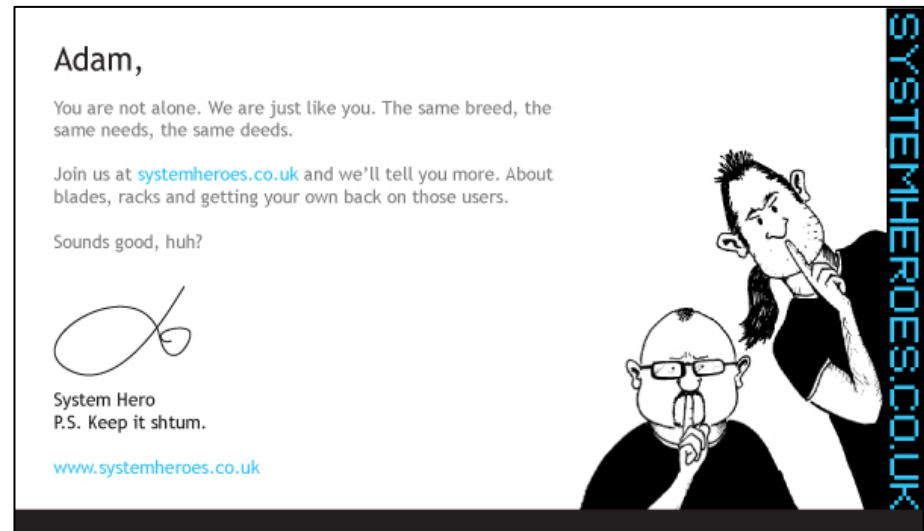
URL - www.caffeinecrazy.com



› How did we get to them?

EDMs

- › Simple design
- › Small amount of *witty* copy
- › Illustration of 'Spod' & 'Systemhero'
- › Personal touch - EDM from 'Spod' & 'Systemhero'
- › Minimal and clear CTAs
- › Featured new content and reasons to visit the site – competitions
- › Sent out on a weekly basis – becoming a regular item in their inbox



Google Gadget Ad

- › Interactive ad - appealing to tech audience
- › Interactive elements from the game
- › Video clip - advertising game - 'Caffeine Crazy'
- › What is Systemheroes?
- › Link to the site



› Results from all

› Microsite

- 8,314 visits
- 20,534 page views
- average of 24 visits per day
- 278 HERO Registrations

› Caffeine Crazy Game

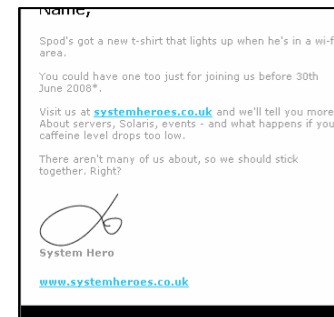
- 18,666 visits
- 21,205 page views
- average of 44 visits per day

› EDMs – combined results

- 63,484 sent, 62,046 delivered, 12,283 opened
- open rate 19.8%, 4,142 clicks, click rate 33.7%

› The Google Gadget

- 534,998 impressions
- 557 clicks
- click rate 0.10%



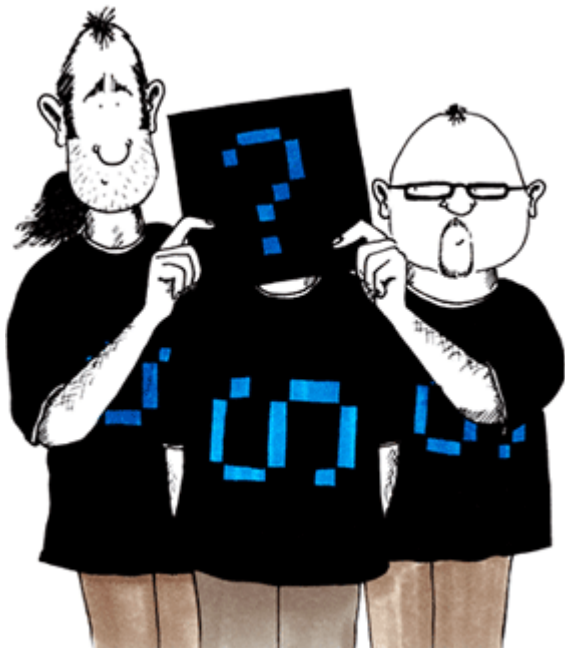
Future plans, Q&A & The Final Word



> The Future

What's in store for the future?

- > Opening up to a bigger audience, using new lists
- > Providing more fresh content
- > Leveraging the site by subtly introducing more Sun product features





Q&A & Competition time

“What is Systemhero’s side-kick’s name?”



› The final word

Thank You
The End

