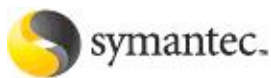


CASE STUDY



Go!

Symantec: Designing Integrated Marketing Plans on a Global Scale



Symantec, a provider of software solutions that help companies and consumers protect their business and personal data assets against virus and other security threats, teamed up with KickStart Alliance to architect and roll out a world-class integrated campaign development process for their global enterprise marketing team.

SITUATION

Symantec's CMO recognized that its marketing investment was not optimized. With a distributed global marketing organization of more than 700 people, Symantec's marketers were marching to the beats of multiple drummers. As a result, its B2B messages were inconsistent and the teams were producing "marketing popcorn" rather than integrated campaigns. ***KickStart Alliance worked with Symantec to architect and execute a common marketing campaign framework that fostered tighter alignment with the regions, improved teamwork, and produced truly engaging and differentiating marketing campaigns.***

THE KICKSTART APPROACH

An improved cross-functional ***Integrated Marketing Plan*** was created, starting with the creation of a custom planning process complete with templates, timetables, and associated metrics for success. KickStart managed the development and execution of the process, providing a series of "practical application workshops" designed to help each of the six campaign teams develop, critique, and align their campaigns. As a final step, KickStart trained 80 senior marketers on the process in a 3-day hands-on workshop.

SUCCESS!

Symantec achieved recognition of this marketing best practice by IDC*. "KickStart worked with us closely on the original development of the campaign process and our templates," said Laurie Probst, senior director of global marketing campaigns at Symantec. ***"Over the past two years we have streamlined the process and have relied on KickStart's guidance and expertise. They provided the leadership, templates, and process that helped us to roll out a world-class marketing process, globally."***

* "CMO Advisory Best Practices Series: The Rise of the Campaign Manager Role" dated July 2008, IDC #213234, Volume 1.

KickStart Alliance helps B2B tech and clean tech companies align and optimize marketing and sales operations to maximize results. From more information about Integrated Marketing Campaigns, contact Mike Gospe at mikeg@kickstartall.com.