

Cognizant | Diamond Winner

Driving Business with Thought Leadership

Cognizant Answers the Question...What To Do When Machines Do Everything?

BUSINESS CHALLENGE

Prior to the publication of business guidebook *What To Do When Machines Do Everything*, an air of fear and pessimism was pervasive across industries and in the general media about robots and massive job loss. With the adoption of AI and digital technologies that were already changing the way we work and live, business leaders were skeptical about digital transformation and concerned about the challenges of impending disruption. No one was offering solutions, and no framework existed for navigating the unprecedented pace of change.

PROGRAM OBJECTIVE

Through *What To Do When Machines Do Everything* With, Cognizant executives set out to offer pragmatic guidance and to change the narrative around digital transformation to one of hope. Coming from Cognizant's Center for the Future of Work and collaborating with marketing leaders across the company, this unique thought leadership and innovative promotion was an opportunity to help shape, define and make the IT Services market by:

- Owning the conversation around the Future of Work and becoming the go-to expert for the analyst and media communities
- Using a high-value asset for engaging clients at the most senior levels and inspiring client/prospect confidence in Cognizant as a source for becoming digital
- Engaging clients for near-term projects, consulting engagements & building a pipeline of work for 3-5 years as the digital industrial revolution unfolds

PROGRAM EXECUTION

The robust, 360° marketing plan for *What To Do When Machines Do Everything* leveraged related assets (book, video, blogs, interviews, webinar) and incorporated vehicles like dedicated advertising, author-driven social media, influencer marketing, in-store book placements and a heavy speaking tour to meet its goals.

- **Amazon Campaign**—reviewer & endorsement programs; 1st full-blown ad campaign for the Center for the Future of Work thought leadership; advertising drove to Amazon
- **Sales Enablement**—“Book-a-Meeting” program distributed 4.5K customized, specially-packaged books requesting engagement; Cognizant associate messaging webinars; new hire presentations
- **Earned Speaking Engagements**—invitations to over 75 events; from keynotes to panel discussions to book signings; from client expos and industry shows like ITSMA's Marketing Vision

and MONEY 20/20 to broad-reaching, high-profile conferences like the World Economic Forum and South by Southwest

- **Traditional and Non-Traditional Advertising**—print, digital & social media platforms; Bloomberg custom email campaign; top-tier media placement; premium book placement at Barnes & Noble, Hudson Booksellers
- **PR**—A full year+ of dedicated agency support produced steady, substantial coverage – 80+ solid hits including top-tier outlets such as [Fortune](#) & [Financial Times](#); a strong influencer campaign got books into powerful hands
- **Social Media**—book campaign with employee amplification; calculated blend of organic and paid
- **Web**—multiple online touchpoints: [dedicated landing page on Cognizant.com](#), [Center for the Future of Work website](#); pages tout awards, media hits and endorsements, as well as supplemental content like videos and webinars; corporate homepage promo

BUSINESS RESULTS



A number of impressive metrics reveal the remarkable success of the *What To Do When Machines Do Everything* marketing campaign:

1. Driving business
 - Helped to build \$730M of pipeline potential
 - Assisted in securing at least \$90M of won revenue
 - Influenced 50+ new accounts
2. Increased brand awareness – from advertising, retailer programs and viral campaigns like these:
 - Author Twitter program garnered 216K+ impressions, 580 new followers & 534 retweets
 - Targeted Facebook campaign drove 2M+ impressions, 20K clicks to the Amazon page
 - [Pega Future of Work Twitter Chat](#) trended with 38M potential impressions & 1,136 tweets
 - 22K YouTube video views: [book trailer](#), interviews with [media](#) & [WEF](#), [NASSCOM](#) book launch
3. Media & influencer validation
 - a) Coverage from more than 80 third party media outlets and book reviewers
 - b) Half a dozen business book awards and accolades
 - c) Social Media influencer campaign yielded 150 connections
4. Unprecedented book sales – Targeted ad campaigns led to an amazing 81% increase in Amazon sales

Cognizant authors and the marketing machine behind them successfully managed to insert a sense of hope and guidance into a once bleak mindset about the new digital age, quite literally shifting the conversation. By all measures, the integrated marketing campaign around *Machines* has been and continues to be effective and impressive, paving the way for follow-up thought leadership initiatives (i.e. [21 Jobs of the Future](#), [21 More Jobs of the Future](#)) to sustain momentum. This is truly a milestone for Cognizant in terms of branding and thought leadership publishing.