

Partner Playbook

# *THERE'S NEVER BEEN A BETTER TIME*

*to change the world together*



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# Introduction/Overview

## Now Is the Time

As a valued Cisco partner, your business and vision are vital to transforming Cisco® technology into the solutions that are powering real change in the world. It's this indispensable role that makes you, our partners, among the greatest assets to our brand, and it's the reason we couldn't roll out our new brand campaign without you. Together we are going to make some very big things happen.

Technology and "disruption" are creating unprecedented changes in virtually every industry, leading to new solutions to problems that once seemed insurmountable. Cisco's new brand campaign, "There's never been a better time," launched on May 3, is poised to affect every aspect of our brand. We encourage you to take advantage of the new marketing resources and assets on the Partner Marketing Central (PMC) site to create new conversations with your customers and generate new leads and revenue streams.

## In This Book

This playbook will demonstrate how to use the right parts of this exciting new campaign to your benefit. In it you will find:

- A brief campaign background, including goals, messaging, target audience, and media direction
- Samples of digital and social media assets available for use by all of our partners
- Guidelines for asset usage
- Instructions on accessing the assets
- Contact information for additional assistance

# Campaign Background

## **Why There's Never Been a Better Time**

Cisco believes that no matter how ambitious your dreams are or how difficult the problems you're trying to solve, together we have the technology to make it happen. The notion that there's never been a better time than now to take on the world's biggest challenges arises from the fact that we have the technology to do so.

The new brand campaign uses stories that exemplify how our partners and customers are using Cisco technology to address some of the world's most vital issues. Each will culminate in our existing brand promise that "We securely connect everything to make anything possible."

## **Story Pillars**

Inspiring innovation is happening all around us. So while at launch, every story within the campaign will fit into one of the four messaging pillars that represent the innovations being powered by Cisco technology, additional pillars will be added to represent further innovations as they come to light. The four initial pillars are:

- Digital business (with stories grouped into the manufacturing, retail, and finance segments)
- Core networking
- Security
- Corporate social responsibility

# Campaign Background

## Audience Profile

The new “There’s never been a better time” campaign speaks to the mind-set of today’s C-suite managers, strategic IT leaders, developers, and engineers across a wide range of industries. They are people who believe technology strategy and business strategy are one and the same. They look to technology for their solutions and see it as a driving force in creating a better world. Like us, they are fiercely optimistic about the digital future.

## Media Plan

The new campaign will be hard to miss, appearing in 11 global markets, including the United States, United Kingdom, Germany, India, China, France, Australia, Canada, Japan, Brazil, and Mexico in paid media as well as owned and earned channels.

Paid media:

- Digital: banners, social promotions, etc.
- Business and technology print: *Forbes*, *Fortune*, Computerworld, CIO, etc.
- Physical placements: billboards, airports, etc.

Owned channels:

- Cisco.com and related Cisco digital properties: Engage resources (PMC) and *T-mobile* app integration.

Earned channels:

- The campaign will use organic social media trends to tell and magnify the story, and will seek out and promote industry and trade sites to pick up the story. These outlets will include CNET.com, TechCrunch.com, mashable.com, and others.

# Partner Assets Available for Use

As part of our exciting new campaign, we have developed a series of copy blocks, digital banners, and social posts for you to use with your own customers. While the book you're currently holding has been designed for you to preview the assets available at launch, additional assets will become available in the future.

We encourage all of our partners to use these assets to their fullest extent on their digital and social media platforms. In order to maintain the integrity and value of the new campaign, we've developed a set of guidelines for using the assets:

- Assets must be used in their entirety.
- Include no more than one organization hashtag on social media posts.
- Do not remove, add to, or alter the image or copy in any way, including the addition of any logos. With the exception of the addition of a single hashtag or social media handle, assets should appear exactly as they do in this guide.

# Manufacturing Digital Banners



728x90

There's never been a better time to reinvent manufacturing



160x600



300x250

# Retail Digital Banners



728x90

There's never been a better time to reinvent retail



160x600



300x250

# Finance Digital Banners



728x90

There's never been a better time to reinvent banking



160x600



300x250

# Security Digital Banners



728x90

There's never been a better time to revamp security



160x600



300x250

# Business Digital Banners



728x90

There's never been a better time to jumpstart your business



160x600



300x250

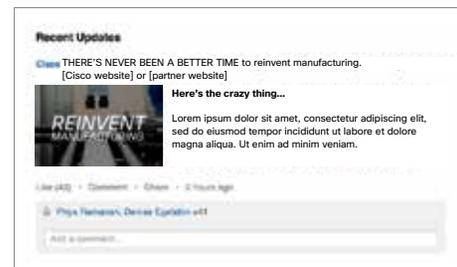
# Manufacturing Social Posts



There's never been a better time to reinvent manufacturing. [Cisco website or partner website]



There's never been a better time to reinvent manufacturing. #NeverBetter [Cisco website or partner website]



There's never been a better time to reinvent manufacturing. [Cisco website or partner website]

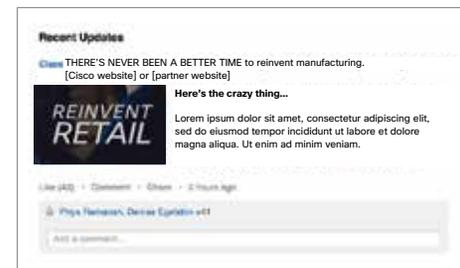
# Retail Social Posts



There's never been a better time to reinvent retail. [Cisco website or partner website]



There's never been a better time to reinvent retail. #NeverBetter [Cisco website or partner website]



There's never been a better time to reinvent retail. [Cisco website or partner website]

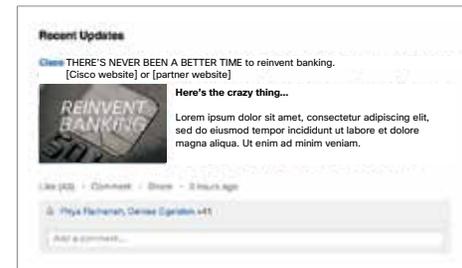
# Finance Social Posts



There's never been a better time to reinvent banking. [Cisco website or partner website]



There's never been a better time to reinvent banking. #NeverBetter [Cisco website or partner website]



There's never been a better time to reinvent banking. [Cisco website or partner website]

# Security Social Posts



There's never been a better time to revamp security. [Cisco website or partner website]



There's never been a better time to revamp security. #NeverBetter [Cisco website or partner website]



There's never been a better time to revamp security. [Cisco website or partner website]

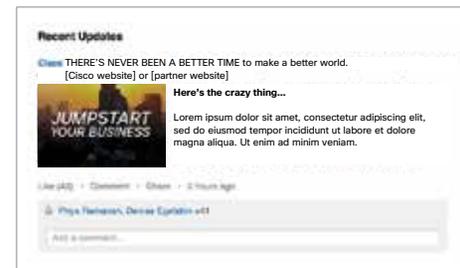
# Business Social Posts



There's never been a better time to jumpstart your business. [Cisco website or partner website]



There's never been a better time to jumpstart your business. #NeverBetter [Cisco website or partner website]



There's never been a better time to jumpstart your business. [Cisco website or partner website]

## Accessing Campaign Materials

All campaign assets can be accessed through normal channels on PMC, your one-stop shop and personalized digital marketing platform. It offers a simplified funding view, enhanced marketing library, digital marketing thought leadership, and customizable digital demand generation services that help you engage customers and drive revenue.

# Manufacturing Copy Block

Welcome to a new age of manufacturing. [Partner name] is working with Cisco to make manufacturing more connected, more innovative, and more efficient than ever before.

- Connect your factories: Know what's happening in your factory and use a converged plant-to-business network to improve security, efficiency, and productivity.
- Connect your supply chains: Extend visibility and communication across your supply chain to foster collaboration, innovation, and optimization and reduce risk.
- Connect your machines: Better manage your machines and your equipment with machine monitoring and predictive maintenance.

## Retail Copy Block

It's time to restock the world of retail. [Partner name] is working with Cisco to make retail more connected, more innovative, and more consumerfriendly than ever before.

- Connect your customers: Personalize the shopping experience by delivering the relevant content your customers want.
- Connect your employees: Onboard, train, and equip your employees more efficiently to deliver superior customer service and boost employee productivity.
- Connect your business: Reach business goals faster using a consolidated, powerful, and highly secure retail platform.

## Finance Copy Block

The world of banking may never be the same. [Partner name] is working with Cisco to make banking more connected, more innovative, and simply better than ever before.

- Connect your customers: Detect, connect with, and engage customers through their mobile devices to deliver more value and convenience.
- Connect your business: Expand remote banking capabilities with two-way video to connect your staff with your customers wherever they may be.
- Connect your security: Protect your assets and customers, and cut costs, with a comprehensive security solution.

# Security Copy Block

It's time for security in an insecure world. [Partner name] is working with Cisco to make security more connected, more innovative, and simply more secure than ever before

- See more: Know what's happening across your entire network, and use global threat intelligence to make better decisions faster.
- Protect better: Stop threats before, during, and after attacks with our network security solutions and extend security everywhere across more attack vectors.
- Respond faster: Automate security, even after attacks, across physical, virtual, and cloud to reduce complexity and quickly remediate attacks.

# Business Copy Block

Starting now, the world may never be the same. [Partner name] is working with Cisco to create a more connected, more innovative, and simply better planet than ever before.

- Respond faster: Automate security, even after attacks, across physical, virtual, and cloud to reduce complexity and quickly remediate attacks.
- Empower your workforce: Engage and inspire your employees with tools that allow them to work more efficiently and collaboratively.
- Personalize customer experiences: Reach you customers in new and innovative ways and inspire loyalty with seamless experiences.

# Digital Transformation Copy Blocks

## **Short:**

The digital transformation is creating boundless opportunities. To grab them, you'll need to make some smart moves. As one of Cisco's trusted partners, we can guide you.

## **Medium:**

The digital transformation is creating boundless opportunities. Millions of new connections and mountains of data spring up every day. But it'll take some smart—and careful—moves to get to your goal. As one of Cisco's trusted partners, we'll guide you. We'll help you choose the software, solutions, and services you need to claim your stake in the future.

## **Long:**

The digital transformation is creating boundless opportunities. Millions of new connections and mountains of data spring up every day. But it'll take some smart—and careful—moves to get to your goal. It's a lot to keep track of while you see to your day-to-day operations. But as one of Cisco's trusted partners, we can lighten the load. We'll take the time to understand your business and where you want to go. Then we'll show you the software, solutions, and services you need to get there.

## Contact sheet

If you have any questions or concerns about using these digital or social assets, please reach out to Cisco by contacting your:

**Cisco partner account manager**

**Cisco business development manager**

**Cisco virtual partner marketing manager**

**Cisco distribution marketing manager**

**Cisco partner marketing manager**

**Or send an email to [partner-brand-campaign@cisco.com](mailto:partner-brand-campaign@cisco.com).**



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