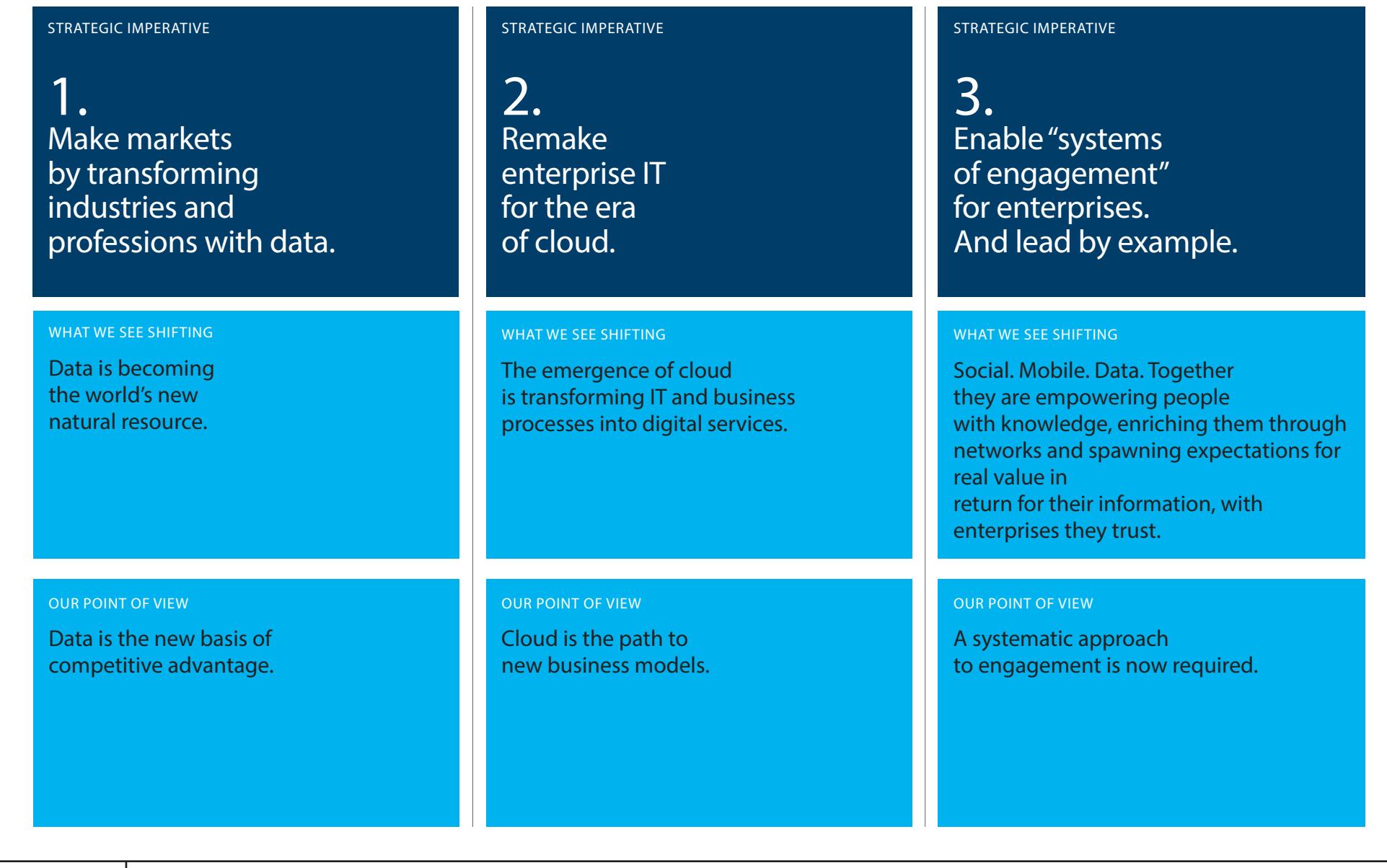


MADE WITH IBM.

Campaign Launch Platform



Our business strategy:



Data, cloud, mobile and social technologies:

- Are a source of competitive advantage
- Are creating **new value for companies, customers, citizens**

Our communications priorities:

Continue to use Smarter Planet as our point of view.

But deploy a new brand platform that will drive preference for IBM.

Help IBMers and clients see the value creation that is now possible.

Increase understanding—and thereby, an urgency to act.

Deeply differentiate IBM—in breadth and depth—from competitors.

Credential IBM in new tech: Cloud, BD&A, mobile, social, security.

Our brand platform:

The core idea: Data, cloud and new ways of engaging people make possible new methods of value creation.

IBM is the essential partner.

A new outcome

X MADE WITH Y

Made with IBM

A new capability



cures made with data

Memorial Sloan-Kettering is using IBM Watson to better understand the complexity of cancers and offer smarter, individualized treatments.

Made with IBM





latte made with mobile

Starbucks uses IBM mobile technology to create a smarter experience — greeting you as a regular, whichever store you're in.

Made with IBM





lowe's made with social

Lowe's uses IBM social business software to help employees work smarter. Now it's 275,000 employees can build a home-improvement hive mind.

Made with IBM



Nike's smarter supply chain optimizes
production in near real time.
IBM Big Data gets the assist.

Made with IBM

nike
**made
with
data**





cities made with ibm

Rio de Janeiro is using IBM to create a smarter emergency response system for the World Cup and the Olympics.

Made with IBM

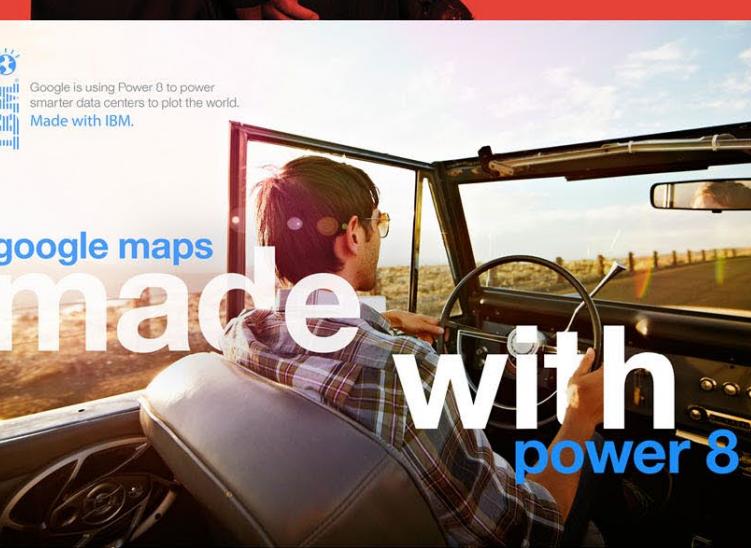
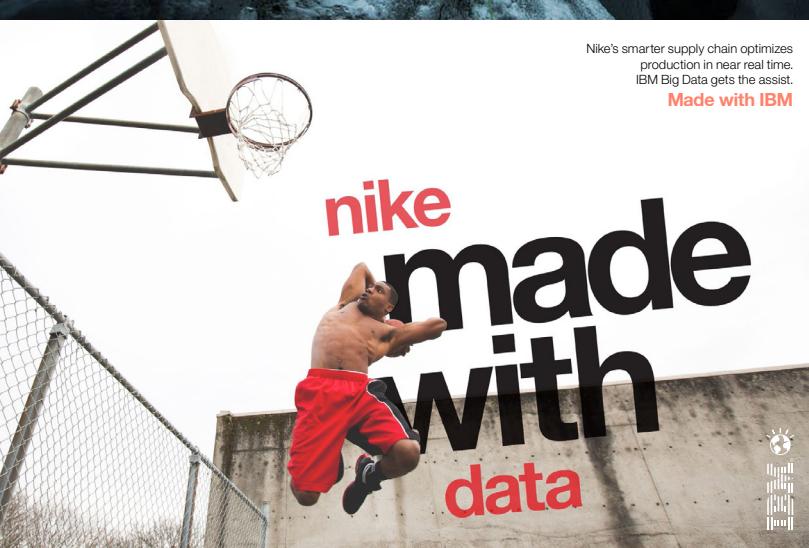
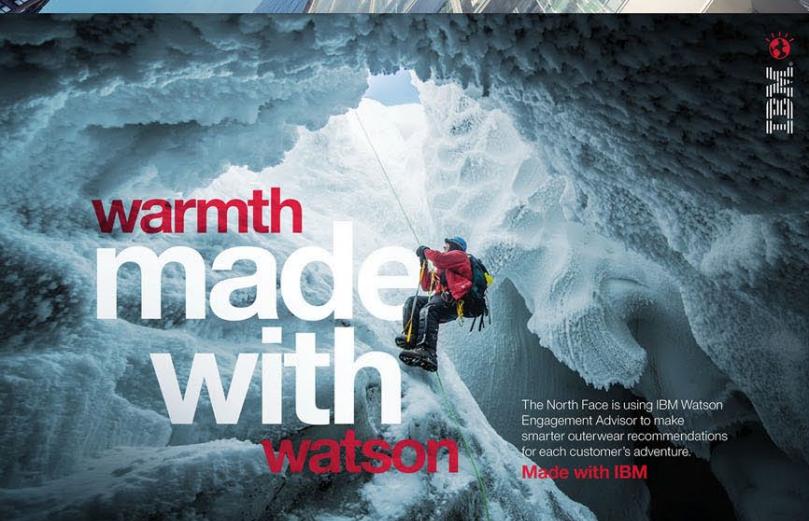
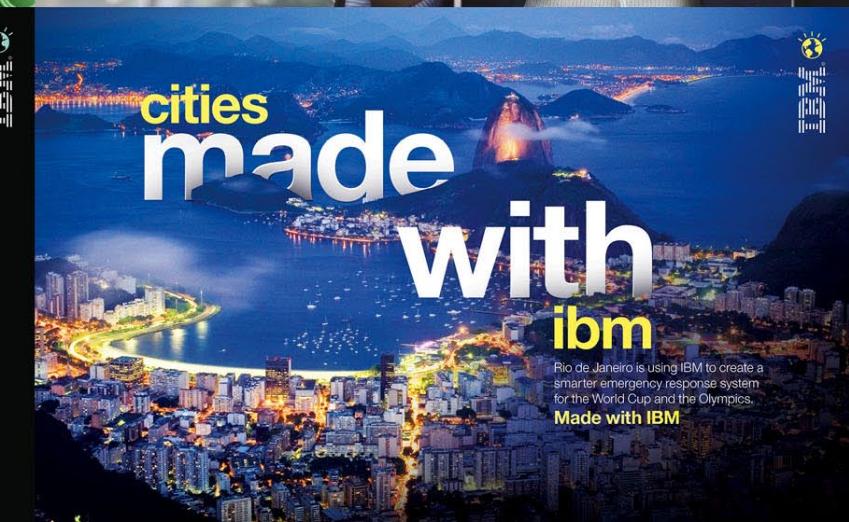
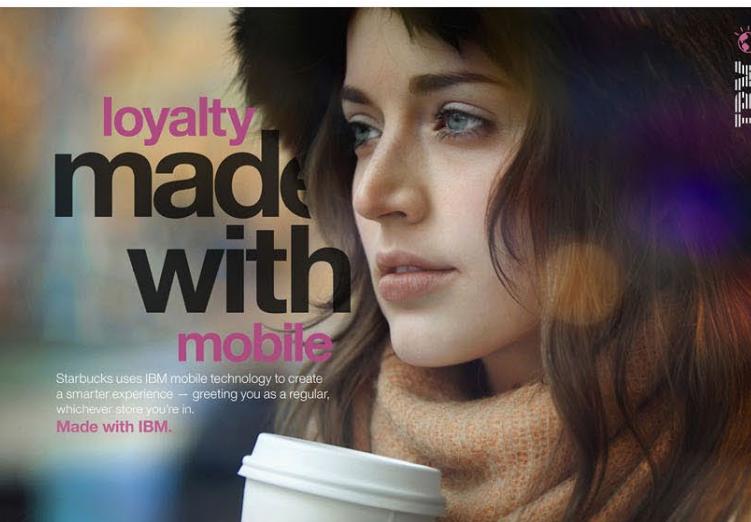
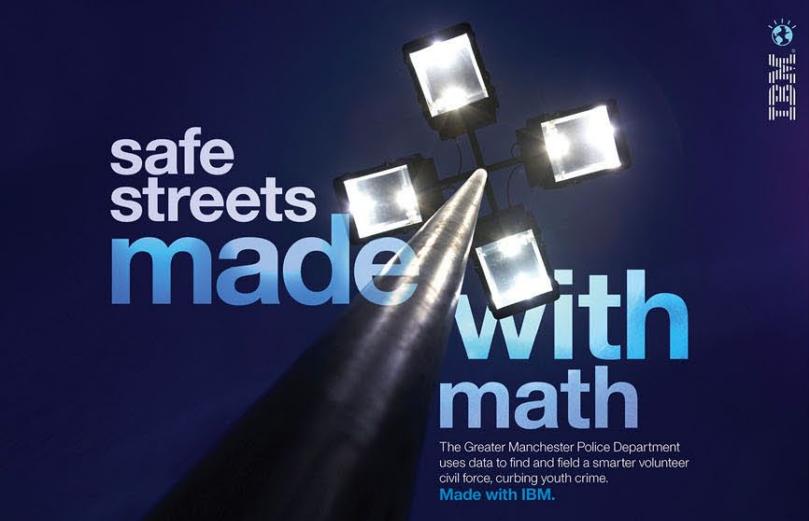


netflix

made with aspera

Netflix relies on IBM technology to move petabytes of video 1000x faster than standard internet speeds and create a smarter movie night.

Made with IBM





From: IBM
Date: Friday, 10:10am
To: Sample A. Sample
Subject: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

If you are unable to read the HTML e-mail below, please [click here](#) to view it online.

Try now ▶ What will you make with the Rational Software Architect sandbox trial on the cloud?

Collaboration made with Rational.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In mattis nisl quis purus porta semper. Vivamus sodales, mauris ac lobortis molestie, nisi odio laoreet mi, eu semper erat neque non enim. Sed at mi elit, in malesuada sapien. Nulla malesuada aliquet auctor. Quisque bibendum tempus libero ut pellentesque.

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Try now ▶ What will you make with the Rational Software Architect sandbox trial on the cloud?



Please forward to your colleagues.

If you'd like IBM to refrain from sending you similar marketing e-mails in the future, just respond through this link: mailto:netsupp@us.ibm.com?subject=PRIVACY_XXXXXX or send an e-mail to netsupp@us.ibm.com with the subject PRIVACYXXXXXX.

IBM, 777 E. Wisconsin Ave., 81st Fl., Milwaukee, WI 53202

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From: IBM
Date: Friday, 10:10am
To: Sample A. Sample
Subject: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

If you are unable to read the HTML e-mail below, please [click here](#) to view it online.

Try now ▶ Learn how to make your data protection scalable with TSM 7.1.

Scalable security made with Tivoli.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In mattis nisl quis purus porta semper. Vivamus sodales, mauris ac lobortis molestie, nisi odio laoreet mi, eu semper erat neque non enim. Sed at mi elit, in malesuada sapien. Nulla malesuada aliquet auctor. Quisque bibendum tempus libero ut pellentesque.

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Try now ▶ Learn how to make your data protection scalable with TSM 7.1.



Please forward to your colleagues.

If you'd like IBM to refrain from sending you similar marketing e-mails in the future, just respond through this link: mailto:netsupp@us.ibm.com?subject=PRIVACY_XXXXXX or send an e-mail to netsupp@us.ibm.com with the subject PRIVACYXXXXXX.

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The Maker Paper

Read about how other IT managers are making transformations happen in their businesses.



What will you make at IBM?

#imadethis

This, dear internet, is my handwriting. It used to be off somewhat better but then along came computers and keyboards and I am but stopped writing with pens & paper. Now my cursive looks like the daunted scribbles of a maniac patient who forgot to take his meds and,

here's a note in response to your post. Of course, my cyberpunk, sci-fi mind went in all directions

scholars are being killed/mapped. Why? To decipher images of...! engineer notes on an antique hypercard or...! microfiche! the... running out of

here's a note in response to your post. Of course, my cyberpunk, sci-fi mind went in all directions

image. Made one weird sci-fi plot where one knew the ancient in

Free handwritten on this day
I see him clearly w/ the art
balance of wisdom, new learning
and humor. I could just

here's a note in response to your post. Of course, my cyberpunk, sci-fi mind went in all directions
come to me like... and learn from. I could just
this time add as add to the content of my
knowledge. And urge you to try to decipher my

here's a note in response to your post. Of course, my cyberpunk, sci-fi mind went in all directions

instead, put on his foil cap to better hear "The voice". What's odd is that I usually write in all caps (the voices you've got). I wonder if in the

here's a note in response to your post. Of course, my cyberpunk, sci-fi mind went in all directions

because of it... Google can't see this. There it is, posted on the internet and it can't be catalogued by the bots as anything but as



power and a tribal religious group seems to be unaffected. It's thought that these "scratches" hold the key to the ancient engineer's code...

Anyway... I just found your post interesting.



Frank Zurligen
Research, Zurich

Get it
made.



Patricia Hickey
STG, Boston



Progress

Made with IBM.



THE
NORTH
FACE®
made
with
ibm



The brand platform will do a lot of work

**Value made
with new
capability:**

*Cures made
with math.*

**Client
references:**

*Fitbit made
with Cloud.*

**Product
marketing:**

*Netflix made
with Aspera.*

**New client
engagement
models:**

*GBS CX Labs
become a
“Made with IBM”
experience.*

IBM as a service:

Cloud-based apps built with Bluemix are literally “Made with IBM.” This will modernize IBM’s brand expression as we become an always-on digital brand.

By definition, Made with IBM cannot be copied.

Strategic audiences

“Made with IBM” connects us in powerful new ways to existing audiences, and helps us become more relevant to new audiences.

For the CXO:

Made with IBM illuminates their personal transformation as a professional (safe streets made with data) as well as the transformation of their marketplaces and industries (just in time made with mobile).

For the developer and the business partner:

Made with IBM presents IBM as a platform on which to build—and an enabler of access to the enterprise market.

For the IBMer:

Made with IBM is a call to action to embrace generative and creative client engagement models, a reminder of what work is important (making) and what isn't (inspection), and a way to tag the world with pride: #madewithibm.

Key “bold moves”

DRAFT

**Activating
clients around
new outcomes,
new tech**

**Use ‘Made with
IBM’ to strike
relationships
with new buyers,
new clients.**

**Engage and
energize the
workforce.**

Q2

Launch the effort:
The Master’s (new television)

Modernize IBM brand: Digital,
print, video, billboards

The 10,000 Leaders Initiative:
All key new buyers have
a “Made with IBM” experience
in 2014.

“Made with IBM” on
April 4th Think Friday

Q3

Second wave activation:
U.S. Open (Aug/Sept.)

Modernize all
major IBM events under
“Made with IBM.”

IMT reference program
Aggressive IMT-by-IMT
effort to land new reference
accounts—Made with IBM.

Universal innovation process.
Develop a universal
innovation process
(BvK: Client Experience Team)

Q4

All IMTs demand-generation
efforts are fully transitioned to
‘Made with IBM.’

The Business Leadership Forum
Focus on the new professions,
remade by data, cloud, and global
networks.

Astor Place
Use Astor Place as a hub
of new innovation practices;
scale to all of IBM.

A new approach to content

We will launch and build awareness through an innovative content strategy.

We will showcase the leaders in the vanguard of this new era creating value **with** IBM. They will tell us their stories about how their business has changed.

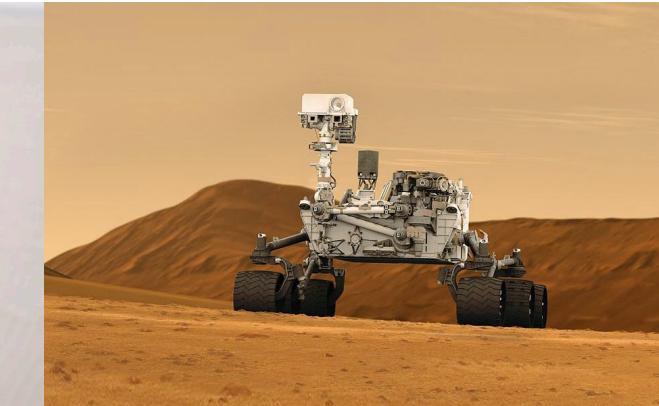
The first appearance of this content will be at at IBM's highest profile sponsorship: **The Masters Golf Tournament** (April 7-April 13)

This is a unique media environment: IBM is one of only 3 advertisers on the broadcast; with a total of c. 72 x 30" TVCs

Rather than run traditional TV advertising, we have a first-of-a-kind content idea...



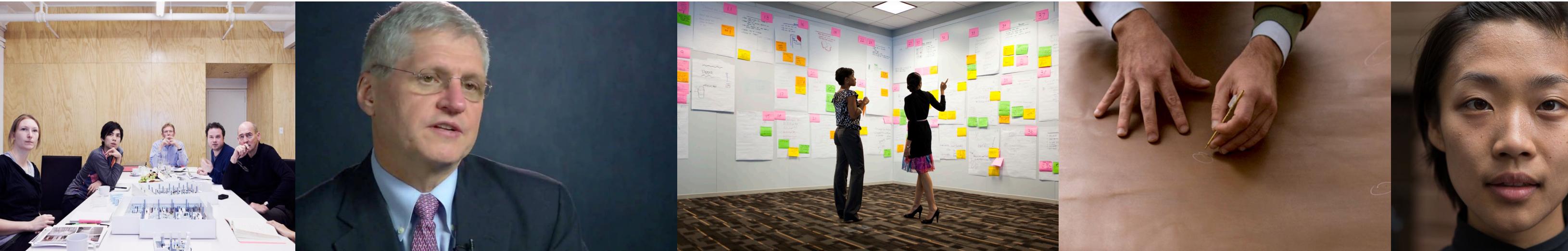
Nonstop Progress: A Continuous 37-Minute Film of a New World at Work, Interrupted by Golf.



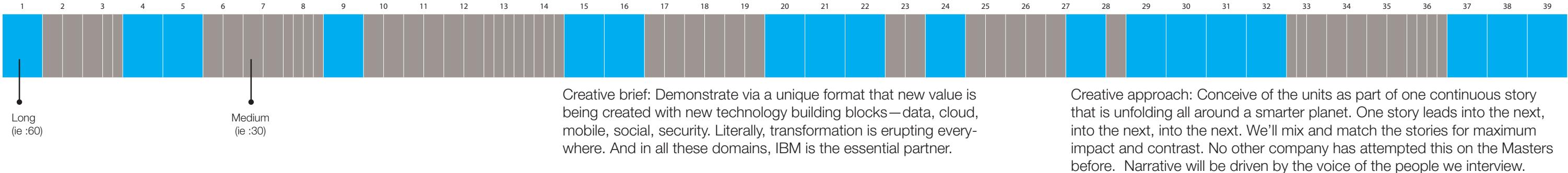


Consistent Thread:

How is value created today?



37 minutes of “Made With IBM”



X made with Y. Made with IBM.

1. New outcomes

Made with IBM. Demonstrate new outcomes made with new technology building blocks. Something valuable for our client, their customer, or partner—that wasn’t possible even just 18 months ago.

2. New professions

Made with IBM. Demonstrate how professions are now evolving, made possible by new technology building blocks. Increase ‘wow’ factor by illustrating the old line of thinking compared with the new thinking.

3. New leaders

Made with IBM. Demonstrate how specific leaders—e.g. Dr. Kris, Howard Schultz, et al.—are harnessing the new technology building blocks to transform their institutions.

4. New methods

Made with IBM. Delve into the new developments in technology, new platforms to build on, new business applications. Show that not only is IBM a leader in the new technology building blocks—the company is pioneering and collaborating to build their future.

The Creative

Each unit should match the spirit of what it’s trying to convey.

- Who tells the story should depend on what we’re trying to illuminate—leader, employee, customer, observer
- Narrative built from the voice of our audiences, not from what we observe
- Cinematic method should come from the content

A universal ‘through line’ and elements connect the units as a whole.

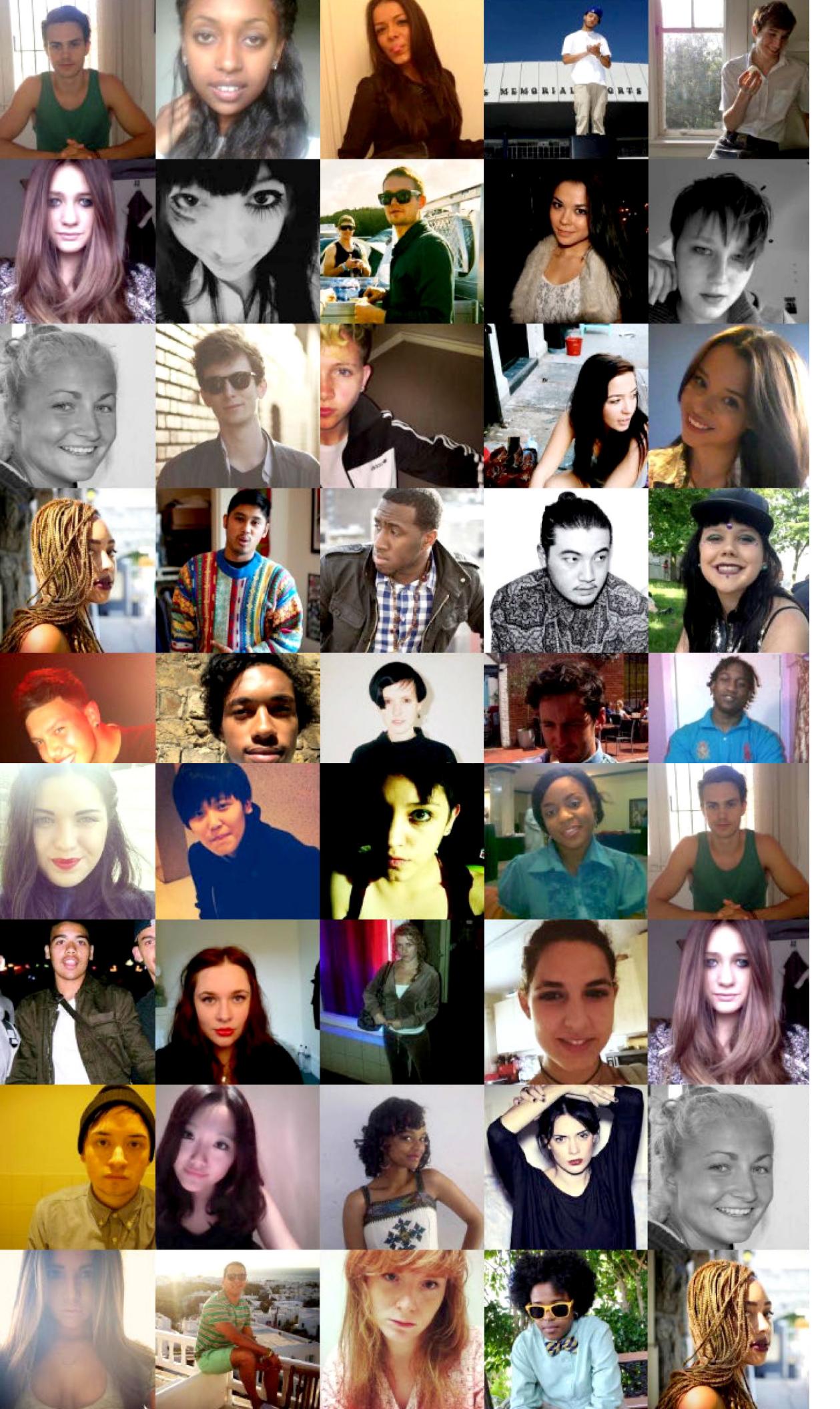
- X made with Y
- Made with IBM
- Blue bars
- Transition to next unit
- Chubby planet
- Logo

We’ll mix and match units on air for maximum effectiveness.

- Our message mix will be 70% commercial, 20% societal and 10% consumer
- Hard cuts for contrasting stories
- Contiguous transitions for stories that build on a point or theme
- Juxtaposition of visual styles, audioscapes, narrative approaches to make you take notice as a viewer

We’ll focus on ensuring that the message is uniquely IBM.

- By definition, Made with IBM is only IBM’s. However, to provide further clarity, we’ll include a large percentage of ‘Made with IBM’ in our ‘X Made with Y’ mix.
- We will include IBMers themselves as narrators. Here we will feature the new IBM spokespeople, which includes Lance Crosby, Guru Banavar and many others.



The narrative will be advanced through a series of interviews.

Interviews with:

IBM Customers

IBM's Customers' Customers

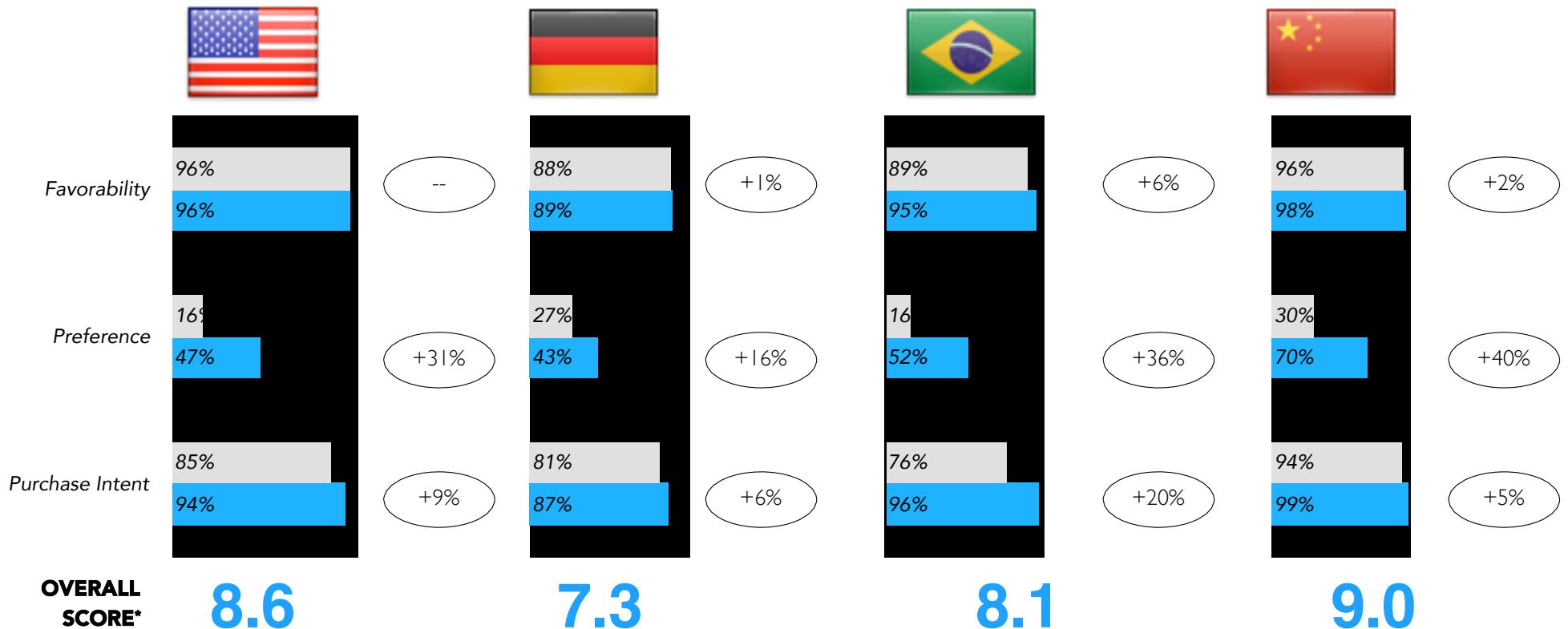
Society / Culture

Developers

IBM / IBMers

“Made with IBM” drives significant increases in preference and purchase intent

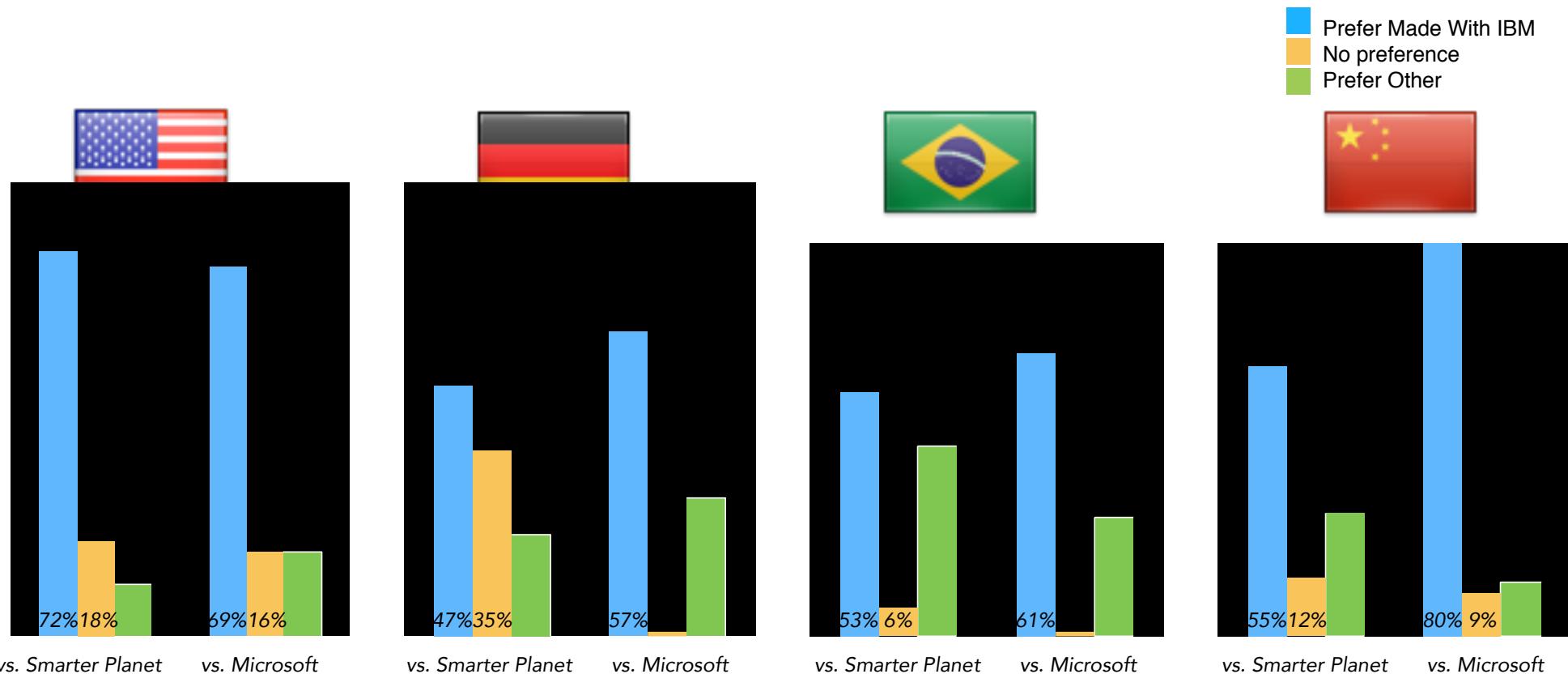
Pre
Post



*Composite of Meaningfulness, Uniqueness, Credibility, Attention Grabbing, Clarity, Reconsideration, Improved Perception, Fit, New Information, and Lack of Boredom

Source: Ogilvy/MarketTools quant. research. Sample: even mix of developers, LOB and IT professionals. Base size: circa 250 per country.

It is preferred to both Smarter Planet and Microsoft's recent "Empowering us all" campaign



Source: Ogilvy/MarketTools quant. research. Sample: even mix of developers, LOB and IT professionals. Base size: circa 250 per country.