

Campaign-level Creative: MAVERICK's DCSNext Campaign



Business challenge

The world of manufacturing is at a crossroads. The current generation of distributed control systems (DCS) is reaching obsolescence, but the correct path to replacement is unclear—and virtually all manufacturers rely on them for their operations. Uncertainty about the choice of technology, the pace of replacement and the reality of ROI has many manufacturers clinging to the status quo, even as they know they should be making a change. Compounding the issue, the decision-makers with the most knowledge about DCS issues are not the ones holding the purse strings.

Our client MAVERICK is a multinational process manufacturing consultant with the expertise to help manufacturers of any size find the right path to a DCS upgrade and ensure a major return on the investment. They just needed a way to get their customers to see it, believe it and act on it.

Agency approach

In our discovery sessions, we learned that we had two distinct personas to persuade in order for MAVERICK to win business—the Project Engineer and the Strategic Business Leader. **We also learned that much of the audience was self-conscious, or even ashamed, to not already be ahead of the DCS challenge**, and they were hungry for both strategic and tactical information. As much as they knew they should be moving, no one was sure of the direction. As such, an all-in-one DCS solution seemed most attractive, since the very idea of

an upgrade struck the audience as a disjointed process. Simply put, they wanted “one back to pat, one butt to kick.”

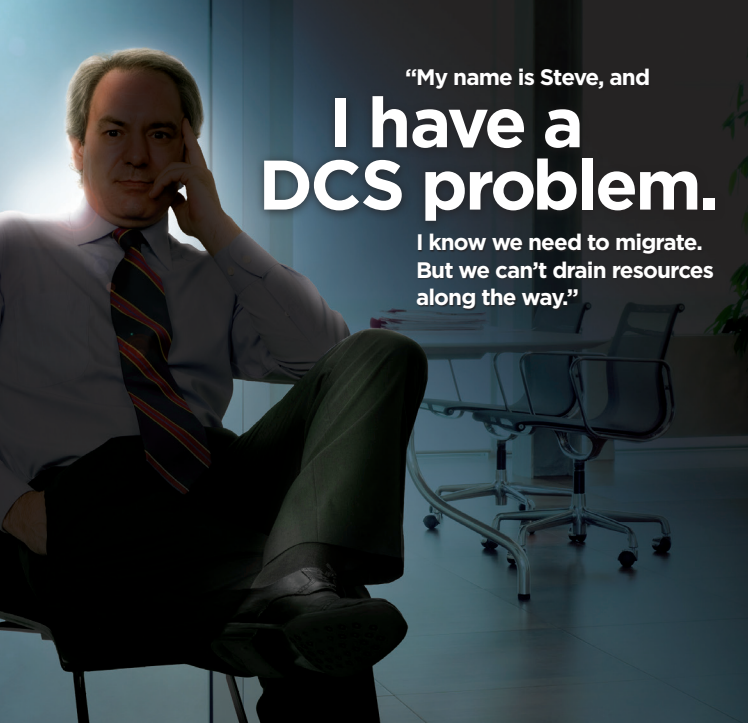
Execution

The Mx Group turned MAVERICK's broad and deep set of capabilities into one simple “product” package, and we named it **DCSNext**. The logo we developed features a bold red arrow that represents taking action to move forward, combined with the tagline **Don't replicate. Innovate.** Together, the lock-up tells MAVERICK's customers, “This is more than a machinery upgrade. This is an investment that will change the way you do business.”

We launched the campaign with full-page print advertising in manufacturing trade publications. Because so much of the real-world emotion about this topic was self-consciousness, the concept centered around a series of hidden-identity confessionals. A subject, in heavy shadow, states his name and admit he has “a DCS problem.”

MAVERICK responds, “Don't worry. We have the solution: DCSNext.”

DCSNEXT[®]
Don't replicate. Innovate.



**"My name is Steve, and
I have a
DCS problem.**

**I know we need to migrate.
But we can't drain resources
along the way."**

**Don't worry, Steve. We have the solution:
DCS**NEXT**SM**

We'll partner with you to drive this project, deliver visibility into real TCO and maximize ROI.
We'll divide the project into phases that meet budget requirements, and we'll implement
the improvements that deliver the largest return first.

**Step out of the dark and leave the legacy behind.
Call 888.275.9391 or visit DCSNext.com to learn how.**

MAVERICK
TECHNOLOGIES

Print ad targeted to "Strategic Business Leader" persona.

The ad series addressed multiple buyer personas by customizing the nature of the problem to resonate more with the Project Engineer or the Strategic Business Leader. The campaign drove responders to a conversion-focused microsite that delivered in-depth thought leadership of real value to manufacturing decision-makers. The content portfolio included white papers, articles in major trade publications and expert videos.

A multi-channel demand generation program leveraged a wide range of thought leadership assets, including webinars and white paper downloads to deliver a steady flow of leads. Tactics encompassed print and online advertising as well as SEO and paid search.

Success metrics

Our campaign produced:

- 8,357 total visits to DCSNext.com
- 777 asset downloads
- 3,197 leads, with 816 sent to MAVERICK's salesforce

Straight Talk on DCS Migration Webinar

Drivers for DCS Upgrades

- Obsolescence- \$65 Billion of automation systems¹ towards the end of useful life.
- Failure Rate - Unscheduled shutdowns and upsets cost \$20B or almost 5 percent of production in the process industries².
- Connectivity – exchange process information with business systems.
- Security – meet new control system security requirements.
- Process control or HMI (Human Machine Interface) functionality improvements.



Watch a panel of DCS experts discuss the biggest DCS migration challenges and how to overcome them. The webinar includes:

- ▶ A preview of trends across industries
- ▶ Principals of DCS migration, including front-end planning
- ▶ A case study on a recent legacy platform migration
- ▶ A Q&A session to hear real questions from the audience

DCSNEXT
Don't replicate. Innovate.

You're
Agile or
You're
Dead.

download the
white paper

DCSNEXT
Don't replicate. Innovate.

Do you
have a
DCS
problem?

We have
the solution ▶

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WHY DCS NEXT RESOURCES TESTIMONIALS ABOUT MAVERICK

CALL 888.917.9109 TODAY

The 10 Essential Elements of a Successful DCS Migration

We've compiled a mountain of research and identified *The 10 Essential Elements of a Successful DCS Migration*. Packed with critical information, it's just a click away.

You'll learn about:

- Objective evaluation of possible migration platforms
- Selection of a migration partner
- Receiving funding approval for your migration
- How DCS migration can deliver value, from cradle to grave

You know you need to migrate and avoiding the inherent risk associated with a migration is the key to your success. Register now to download the DCS Top 10.

DCS TOP TEN
The 10 Essential Elements of a Successful DCS Migration

* Required fields

- First Name
- Last Name
- Company
- Email
- Phone

Download now

68% of control engineers plan to upgrade within the next six months. Knowing how to navigate a migration effectively is the first step.

— Chad Harper
Director of Technology

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Time to Migrate Your DCS?

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Learn How to Efficiently Migrate Your Distributed Control System.

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Maverick offers expert DCS consulting and migration services, helping you leverage the right DCS system for your needs with your DCS Next automation ...

DCS Migration Solutions from Rockwell Automation

www.rockwellautomation.com/.../dcs-migration-sol... ▼ Rockwell Automation

Migration solutions from Rockwell Automation help you incorporate newer technologies at a pace that is comfortable for you. Our solutions are designed to ...

Lead generation tactics: webinar, banner ads, landing page and SEO/SEM.