



**B2G:** Launching a complex technical product in the government arena against a dominant, entrenched competitor

## Services Employed



Strategic Planning and Consulting



Lead Generation Campaigns



Marketing Collateral



Event Services



Web Services



Advertising

## Juniper Networks

**Background:** Juniper Networks delivers best-in-class networking and security products for customers with strategic networking requirements. Government enterprise customers rely on Juniper Networks to cost-effectively secure their networks without compromising performance.

**Challenge:** Juniper Networks was preparing to launch a new, lower-end router series to target government agencies with distributed workforces. This smaller, more commoditized J-series Services Router was being introduced into a crowded market with many entrenched competitors.

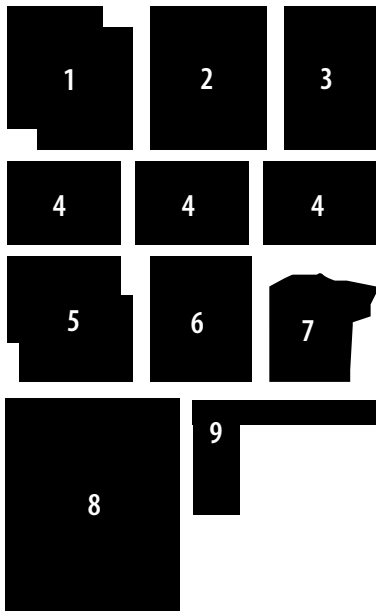
**ENC Solution:** Using creative guerilla marketing tactics, ENC created an integrated, multi-media campaign comprising a series of focused promotions. Mixing multiple tactics of traditional media such as print and online, combined with special events, outdoor, and disruptive tactics, the J-series introduction targeted all of the prospects' senses.

The campaign elements included:

- Email outreach to 50,000 federal employees and systems integrators
- A print and online advertising campaign
- A webinar highlighting the new router series
- Hands-on demonstrations of the routers inside special "demo trucks" parked in two locations in Washington, D.C.
- A microsite offering white papers and data sheets focusing specifically on the new router series
- A flash movie introducing the new router series at webinars and on the demo trucks

**Results:** ENC successfully established Juniper's credibility for the product within the target audience. The demo trucks garnered free publicity and spurred word-of-mouth advertising—generating an exciting buzz in the D.C. area. The campaign drove nearly 700 leads to the Juniper sales team.

# Juniper Networks



- 1) J-series Data Sheet
- 2) J-series Mailer
- 3) J-series Booklet
- 4) J-series Flash Demo
- 5) J-series Presentation
- 6) J-series Demo Tour Ad
- 7) J-series Demo Tour T-shirt
- 8) J-series Email
- 9) J-series Banner Ads