



CAMPAIGN BRIEF

Rainbow Voice; Business Communication, Redefined.

The purpose of this *campaign-in-a-box* is to provide our partners with the assets they need to execute successful demand generation campaigns for Alcatel-Lucent Enterprise's (ALE) latest communications package – Rainbow Voice.

Brief background:

Regardless of the change any business is seeking to make, effective communication technologies play a key role in determining that success. Cloud-based communication solutions present a tremendous number of opportunities and are becoming increasingly sought after by companies around the globe. These businesses are looking to augment both internal and

external communication processes while seamlessly integrating them into other crucial areas of the business.

Built on the Rainbow unified communications (UC) platform, the Rainbow Voice offering extends on the already-comprehensive Rainbow offering by also providing feature-rich telephony, desk phone, and call-traffic all at an affordable price.

With little to no upfront investments, this technology is perfect for businesses of any size looking to gain an advantage over competitors.

Objective of the Campaign:

- **Primary objective:** Provide partners with marketing co-brandable assets to generate business
- **Secondary objective:** Generate awareness amongst business partners about this latest offering from ALE.

Target audience:

- CxO, Transformation officer
- IT managers
- All companies looking to transform their existing communications practices
- All companies undergoing a digital transformation initiative and who are looking for tools and apps to enable their employees to better communicate both internally and externally.

Key message:

Rainbow Voice is the only communication solution that's tailored to your specific business requirements. Built for today's mobile workplace, Rainbow Voice combines all the essential communications features your business needs to succeed. Simply plug-and-play and benefit from; (1) a user-friendly collaborative platform that enhances the way you communicate both between employees and with customers, (2) smart telephony options with domestic call traffic included, to guarantee you're always 'connected' regardless of whether you're in the office, in a meeting, or on the go, (3) tailored integrations into specific workflows and business applications, to drive your business transformation.

Value propositions:

Improve the way your business communicates both internally and externally, by seamlessly deploying ALE's most comprehensive UCaaS solution that's:

- Truly plug-and-play
- Easy to use either in the office or on the go
- Connects teams across locations with zero risk to your security and network
- Easy to manage users from one simple self-service platform
- Monitor usage and request call detail records (CDRs) from within the self-serve platform
- Integration into specific business applications and workflows

Creative strategy:

Tagline:

Business Communication, Redefined

Campaign assets:

We have created different assets that partners can co-brand and use for inbound / outbound marketing campaigns. The campaign-in-a-box consists of a zip file that contains:

- Online advert
 - Similar advert for social media
- End customer brochure
- Handout
- Infographic
- Kakemono
- Poster
- Email footers
- Rainbow Voice customer presentation

Other assets include:

- Cold calling script
- Email campaign templates

Call to action:

The call to action should direct the viewer to any predefined location where they can contact you to find out more about the offer / request a meeting.

For other calls-to-action, discuss these with your local ALE associate.

Partner instructions:

Email and landing page:

- Email and landing pages are intended to be used in a co-branded format. ALE has secured rights and privileges for the images used in our marketing materials. These rights are NOT transferable to our partners. Therefore, any materials that contain licenses images MUST be used 'as is' and co-branded (partner logo and ALE logo). Use of the images without ALE co-branding will contravene copyright and may result in legal action. Where applicable, the text written in red in each email (Word and HTML) should be customized by the partner. The partner will also need to update links in the landing page to the correct assets, hosted on their own servers.
- A 'call-to-action' has been suggested in each email provided. However, this may be changed at the discretion of the Business Partner.
- A Partner legal boiler plate should be included at the end of the email to comply with regional legal requirements.