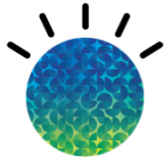




SAMPLE PURPOSES ONLY



## Enhancing the consumer experience with an innovative B2C program



IBM establishes new business relationships with global drinks company #####

### THE SITUATION

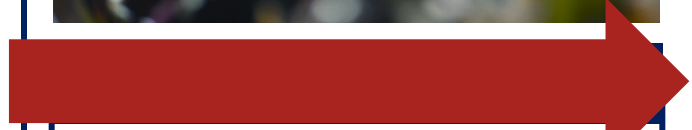
The parent company of many famous beer, wine, and spirit brands, ##### wanted to drive revenue share in emerging markets and strengthen customer relationships to defend and grow its share in mature markets.

### THE NEW APPROACH

Working with both Smarter Commerce and industry subject matter experts, the IBM account team conceptualized the “#####” campaign, a digital B2C program aimed at enhancing customer and consumer engagements with ##### products.

### PROGRESS

- Created an experiential presentation that changed the client’s view
- Expanded the client relationship, setting up a meeting with the head of the new ##### B2C area
- Formed an ongoing partnership with the client’s CIO of marketing



“Using the thinking we did at C2C, we showed Diageo a different IBM and it led to discussions with the marketing side of IT and the business that we weren’t having before.”

- #####, client executive, IBM





SAMPLE PURPOSES ONLY

## *Integrating a global team to expand the client relationship*



*IBM uses the client's perspective to refine its focus and improve connections with #####*

### THE SITUATION

Although IBM maintained a positive rapport with senior leaders at #####, the account team needed to make more connections with the lines of business.

### THE NEW APPROACH

The team identified three solution domains that resonated with #####. By focusing on the client's perspective and integrating global resources, IBM formed an actionable plan to expand the relationship.

### PROGRESS

- Established a series of workshops with 19 different ##### business units
- Changed the dynamics and strengthened connections at all levels
- Won high-level support from the ##### Director of Communications



*"C2C provided the ideal context for establishing greater focus and unity across our global team. We came out...reenergized around the strategic opportunities at #####."*

- #####, client technical architect, IBM