

## IBM® Lotus® – The Lotus Knows Ad Campaign

### The Problem – *How to quickly get the opinion of a global community*

IBM Lotus was about to launch a new air-cover marketing program called “Lotus knows”. This campaign was designed to inspire, broaden and deepen enthusiasm for Lotus collaboration capabilities and solutions. With only weeks to the launch of “Lotus Knows” IBM Lotus wanted a way to tap into the energy of the entire Lotus community around the world to get their ideas and thoughts about the new campaign.

### The Analysis – *Target customers and business partners*

There were four key themes that IBM Lotus wanted to get feedback on from their passionate customer and business partners:

- Lotus Knows that working smarter depends on great technology
- Lotus Knows that marketing is key to technology adoption
- Lotus Knows that technology is only great with client success
- Lotus Knows the world is getting smaller, flatter and smarter

IBM Lotus wanted to challenge the community to share and discuss their ideas about the Lotus Knows campaign, keeping the four themes in mind. They also wanted to allow participants in the discussion the ability to vote on ideas, allowing the popular ideas in each of the themes to bubble to the top.

### The Solution – *Conduct a three day jam session*

In August 2009, through their first ever Lotus knows IdeaJam™, IBM Lotus tapped into the energy of the entire Lotus community around the world using the cloud based IdeaJam™ which they called “Lotus Knows IdeaJam™”. IBM Business Partners and customers were heavily engaged in the Jam, sharing many thoughts, ideas and experiences during the 72 hour jam session.

IBM Lotus captured hundreds of ideas, thousands of comments and tens of thousands of votes that enabled them to shape the Lotus Knows marketing strategy, but also invigorate and enthuse the community to get involved with the strategy. Some of the ideas and comments captured were used almost immediately in the first round of press advertising for the campaign.

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**Region**  
Global

**Sector**  
Software

**IdeaJam™ Awards**  
Lotus CTO Innovation Award  
2009

Lotus Breakout Technology  
Award 2009

Finalist Best of Lotusphere  
Showcase 2009

IBM Beacon Award for  
Innovative Software Solution  
2009

Finalist Best TOTAL Lotus  
Collaboration Solution 2010

Finalist Best End-User  
Solution 2010

### **Elguji Software, LLC**

Established in 2007, Elguji Software creates and sells social networking software. Elguji is a symbol of innovation in software development and has become a market leader with their IdeaJam, IQJam and LinkJam products.

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