

# Jabra Jam 2020

Recap

GN Making Life Sound Better FOR 150 YEARS

Jabra GN

# Marketing Purpose: Mind share

According to a recent poll by Computer Market Research (CMR), “Mind share is one of the most important and difficult ideologies in the channel ecosystem” <sup>1</sup>

The recent pandemic affected “All” manufacturers abilities to satisfy the surge in demand which led to significant product backlogs and eroded channel trust in our ability to satisfy the needs of their clients. As a side note, fear from the “new normal” has had a detrimental affect on worker emotional well-being.<sup>2</sup>

<sup>1</sup> Source: <https://computermarketresearch.com/channel-partners-mind-share-strategy/>

<sup>2</sup> Source <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/pandemic-takes-a-toll-on-employees-emotional-well-being.aspx>

# North American Marketing

## Launch & Execution

### What

A Premium Jabra Brand Experience

### Why

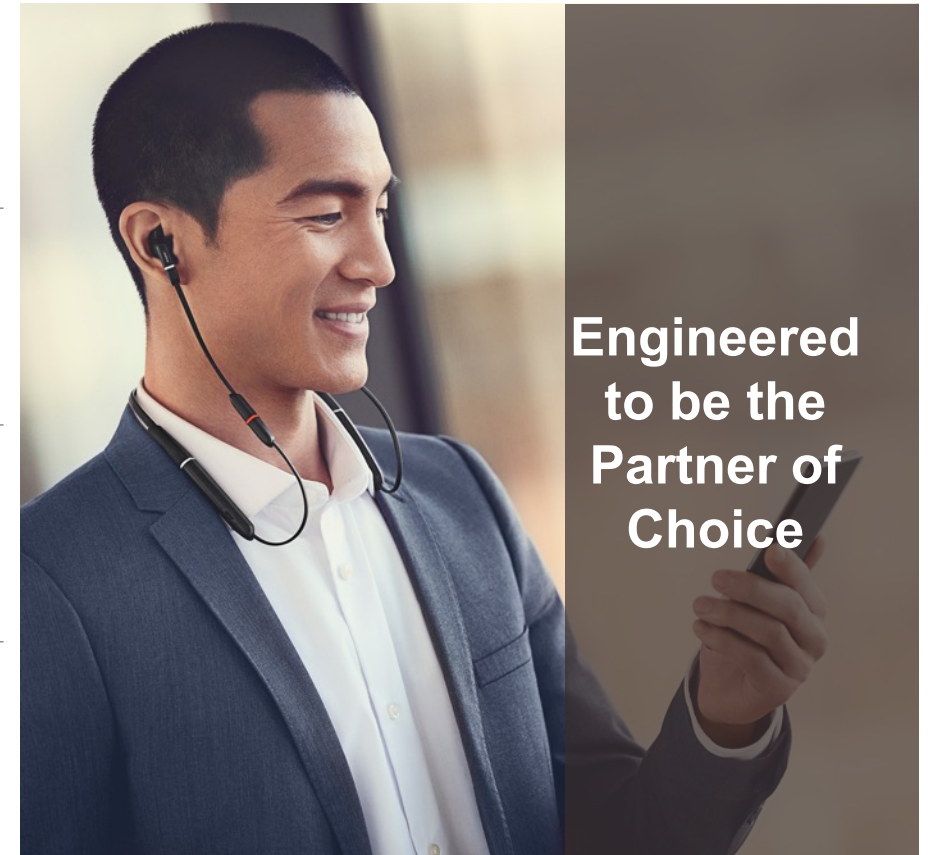
Increase partner and customer mindshare, improve engagement, acknowledgment.

### How

Jabra North American Team to host a 1-hour private concert with 4-time Grammy award winner Keith Urban.

### When

September 17<sup>th</sup>, 2020

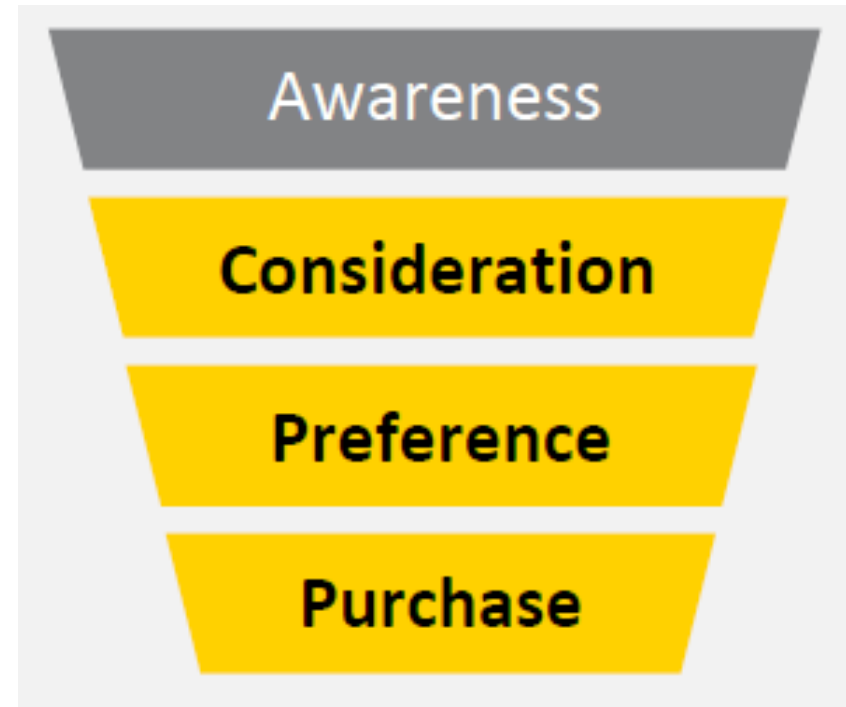


# How does this fit into the Jabra Marketing Strategy?

Creating a premium experience to drive sell-out thus improving profitable growth

Mindshare = Consideration

**Mindshare** is a competitive **advantage** that tells how well a brand's marketing connects to its audience. Once your product is permeated in someone's mind, your market share will **increase**. Some think brand representation is just a trendy term, but there's deep importance to it



# Why Now?

## Customer and Partner Appreciation

Covid-19 has eliminated Jabra's ability to physically get in front of our partners and customers

Experience is showing virtual tradeshow are not as effective as physical events, therefore we need to be creative in our approach to our market

Our partners and customers have remained loyal to Jabra throughout our challenging product demand

Our competitors have not engaged their markets in any mass vehicle – Jabra will standout

Zoom partnership will enable Jabra to broadly share our partnership to our loyal customers, partners and their customers.

Leveraging Zoom and allowing them to invite their partners/customers will extend Jabra's reach and drive increased consideration/demand



# Engineered for Mindshare and Appreciation

With an individualized customer experience



Drive marketing messages within all communications



Creative concert to generate interest & influence sales



Solidify partnerships with channel partners and end customers

# Marketing Categorization

*Discreet Marketing* to maintain premium experience

## Primary Focus on High Growth Categories

### Registration Sign-Up

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**Invite to include BMC Video on Evolve2,  
Zoom + Jabra messaging and Jabra PanaCast**

**Invitee signs up with mandatory fields**

**Register for Custom Concert Shirt and to  
receive Zoom Webinar link for concert**

**Link to be sent post registration**

# What could this mean for Jabra

1

## Increased reach & awareness

Partners and Customers are appreciative that Jabra invited them to an exclusive event

2

## Increased Mind Share

Partners and customers continue or add Jabra as part of their portfolio

3

## Goodwill

We establish ourselves as the Partner of Choice







# Execution, Results and Feedback



# Look and Feel

## Custom Graphics for the VIP Event

It was decided early on that the “regular” Jabra brand assets weren’t a great fit for a concert poster, and that we needed to branch out a bit and create a unique look and feel for all the Jabra Jam assets. When developing the creative, the team consciously chose a design which could leverage as much from the Jabra brand as possible, while still conveying a premium experience.

This bold and blocky design aesthetic was chosen for several reasons, highlighted by the facts that it was versatile, and we could highlight the Jabra color scheme across all assets like the poster and email header shown here.



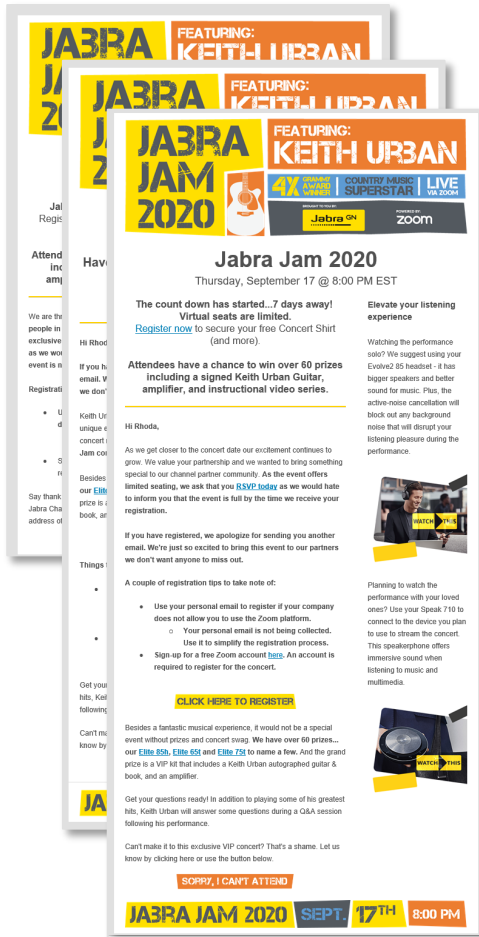
Concert Poster



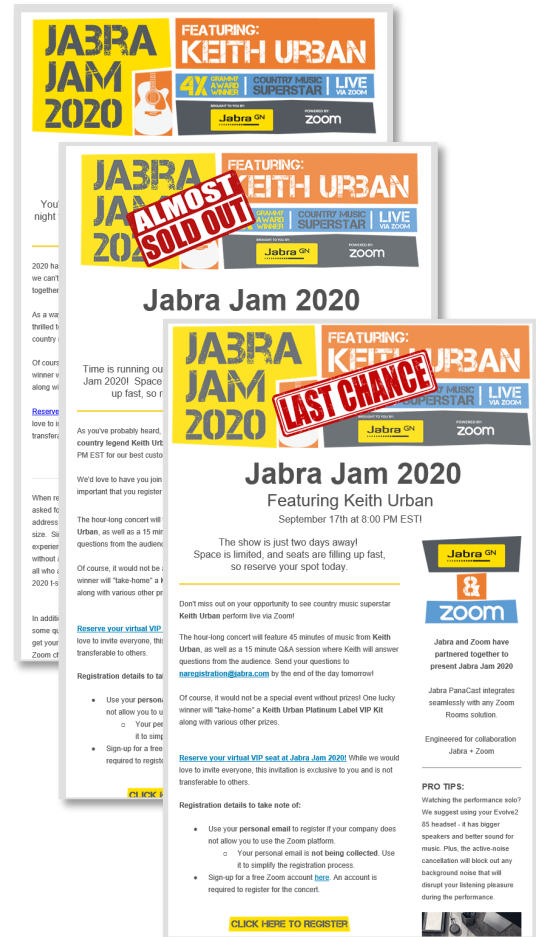
Email Header

# Communications

## Channel and End Customer Communications



Channel OFT's



End Customer OFT's

Since Jabra Jam was a VIP event, we had to get creative with recruitment. Without being able to use our mass-communication tools like database emails and Social Media, we ultimately decided on creating a series of OFT email templates that we distributed to sales for THEM to send to their select customers. Both Channel and End Customer Marketing did send 2 small database emails to a specific, selected customer list.

Included in the communications were Jabra marketing content on the right-hand side designed to subtly include some traditional marketing materials around our stress-free/family-oriented “thank you” event

# Giveaways

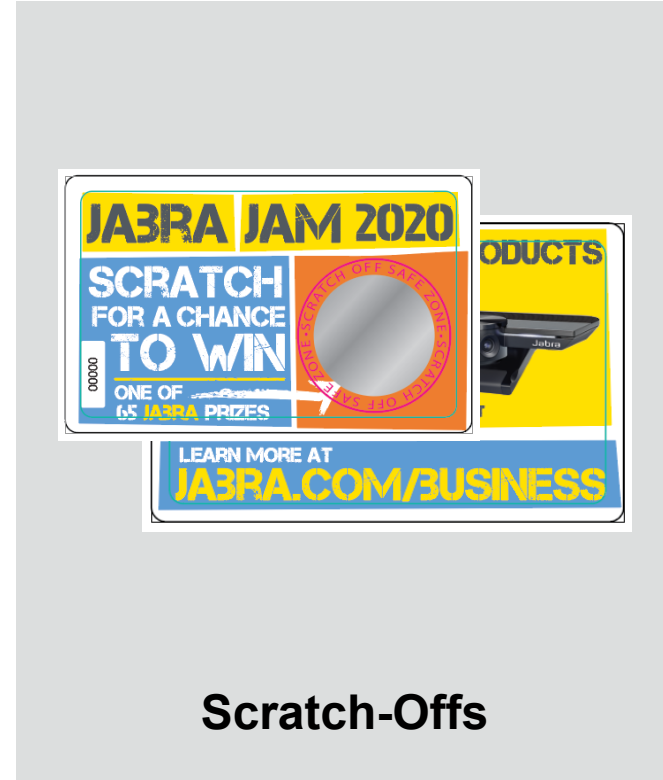
## Gift Box for Every Attendee



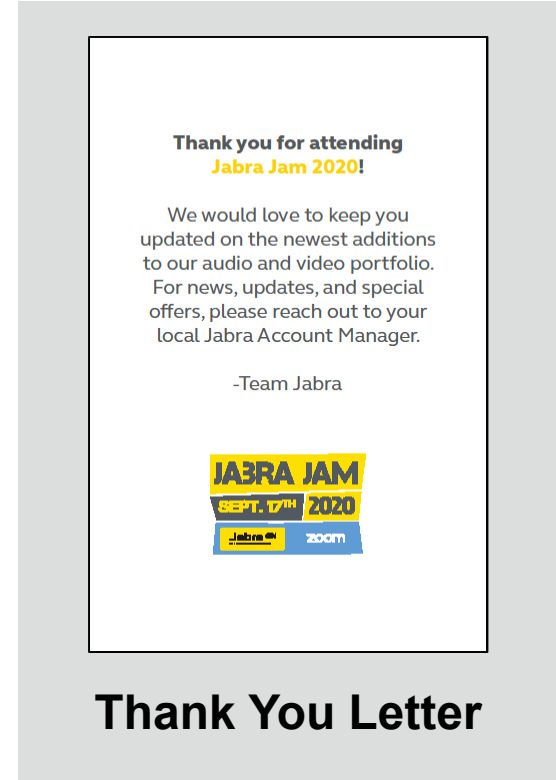
**T Shirt**



**VIP Card**



**Scratch-Offs**



**Thank You Letter**

Every Jabra Jam Attendee will receive a gift box with a T-shirt, VIP card, a Scratch off with the chance to win one of 65 Jabra prizes (non-winners will receive a discount code driving the bulk of the attendees back to Jabra.com), and a Thank You Letter two weeks after The September 17<sup>th</sup> event. The timing was strategically planned to retain share of mind with the audience.

# Registration and Attendance

## Totals and breakdowns

Total Registrations: **2066**

Total Attendees: **1325**

Attendee percentage: **64%**

A 64% attendance percentage is a win. When you add in the global “fatigue” of virtual events, many of which often see well below 50% a 64% attendance rate is exceptional.

Most attendees had multiple people viewing with them. Assuming each attendee had 3 others with them, we conservatively think we reached almost **4,000 people!**

## Registration & Attendance Breakdown

- Channel: 762/**495** (64%)
- End Customer: 539/**354** (66%)
- Zoom Employees: 52/**30** (58%)
- Consumer: 14/**10** (71%)
- Jabra Employees: 181/**165** (92%)
- Alliances: 28/**19** (68%)
- Distribution: 308/**214** (69%)
- Other: 46/**38** (83%)



# Feedback

## Partner and Customer Feedback

The second the show ended, we started receiving glowing emails from customers and partners letting us know how much they enjoyed the show and that they appreciated us putting it on. Below are a few examples.

**From:** Germano, Riccardo <[riccardo.germano@whitecase.com](mailto:riccardo.germano@whitecase.com)>  
**Sent:** Thursday, September 17, 2020 8:52 PM  
**To:** NA Registration <[naregistration@jabra.com](mailto:naregistration@jabra.com)>  
**Subject:** Keith Urban

To be honest ... I didn't know Keith Urban. But I'm really glad I do now. I already added his discography to my Apple Music Library. The setup, audio and video quality was pretty good. He's a nice guy and I liked how he answered his questions. I'm truly impressed. This is my first live event I'm been invited to, and is an interesting experience. I would love to see many of my favorite artists in this way.

Thank you Jabra.

Regards,

**Riccardo Germano** | Senior Collaboration Systems Engineer  
T +1 813 518 4625 M +1 786 253 0215 E [riccardo.germano@whitecase.com](mailto:riccardo.germano@whitecase.com)  
White & Case LLP | Tampa Global Operations Center  
3111 West Dr. Martin Luther King Jr. Boulevard | Tampa, FL 33607

**From:** Messett, Diana <[Diana.Messett@sodexo.com](mailto:Diana.Messett@sodexo.com)>  
**Sent:** Friday, September 18, 2020 12:20 PM  
**To:** Ric Halstead <[rhalstead@jabra.com](mailto:rhalstead@jabra.com)>  
**Subject:** Jabra Jam

Hi Ric,  
Did you get a chance to watch Keith last night?

I wanted to send you, Jabra, and Urban Gillis a huge thank you for arranging this event. It was so uplifting and I if even for just a little while to escape this horrific year and just be happy as Keith sang out his beautiful songs and chatted about his life.

On an aside, I listened on my Jabra headset connected to my cell phone and the sound quality was really great! So feeling blessed and thankful today for such a wonderful experience. I have a former co-worker and friend who is battling stage 4 uterine cancer down in Texas. I called her up and shared every detail of the concert and it gave her a moment of happiness as well so THANK YOU ALL AT THE JABRA FAMILY!!



**Diana Messett**  
Senior Manager, IS&T  
Mobile +1 301-742-2594 Voicemail +1 301-987-4108  
Web [www.sodexoUSA.com](http://www.sodexoUSA.com) Email [Diana.Messett@sodexo.com](mailto:Diana.Messett@sodexo.com)  
9801 Washingtonian Blvd Ste 1110B, Gaithersburg, MD 20878

**From:** Ric Halstead <[rhalstead@jabra.com](mailto:rhalstead@jabra.com)>  
**Sent:** Friday, September 18, 2020 2:05 PM  
**To:** Shanley Groves <[sgroves@jabra.com](mailto:sgroves@jabra.com)>; Steven Bowles <[sbowles@jabra.com](mailto:sbowles@jabra.com)>  
**Subject:** Jabra Jam comments - customer Danfoss

This customer told me he was not a country fan but signed up to see what we were doing. Nice comments and a commitment to add a few items to their company mix!

**From:** Marvin Smith <[MSmith@danfoss.com](mailto:MSmith@danfoss.com)>  
**Sent:** Friday, September 18, 2020 11:23 AM  
**To:** Ric Halstead <[rhalstead@jabra.com](mailto:rhalstead@jabra.com)>  
**Subject:** RE: Jabra Shipment Confirmation ORD-611832-J0Y7X4

Thanks Ric,

FYI – Evolve2 65 & 85, and Speak 750 are added to our catalog as preferred solutions.

The “concert” last night was fun. Viewing the concert via zoom was an adventure for all of us, I think. 😊

*Best regards | Med venlig hilsen | Mit freundlichen Grüßen | Cordiali saluti | 最诚挚的问候 | Atenciosamente | 宜しく*

**Marvin Smith**  
Danfoss Group IT  
Project Manager

# Additional Feedback

Dozens of great emails from sales that featured glowing reviews from their customers. Below are excerpts from a few.

- “BTW, the Keith Urban concert last night was great. My wife and I both attended. Great thing you guys did.” – Cesar @MFS Investment Management
- “This is some cool A\$\$ \$hit, Way cooler than the competition” Matt@Synnex
- “Thank you! As a partner of Jabra I am so appreciative of you sending this invite to me” Richard@UnifySquare
- “I have had a few customers reach out today saying how much fun they had last night. Was definitely one of the coolest things we’ve ever done. They definitely appreciated it. I know I’m super proud today to work here and just wanted to say thank you. Also had a good time personally, so kudos to the team that pulled that all together.” (Internal) Eric LeBlanc, Jabra

James Hardy - Oracle



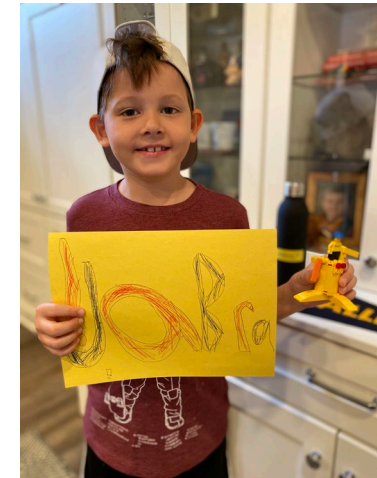
Dave Campbell, Dell



Bill Miller, Geico



Future Jabra Employee



# Notable attendees



Microsoft



# Takeaways

## Wins and Learnings

Overall, Jabra Jam 2020 was an overwhelming success. From the planning to the branding, recruitment and execution, we followed the plan we laid out in June and ended up with a great evening on September 17<sup>th</sup>. Although Jabra Jam was a success, especially considering it was the first event of its type we had ever produced, there are a few things we'd change moving forward if we do another event like this in the future.

### Goals we achieved

#### Event:

- ✓ Premium Event
- ✓ 2000+ registrants
- ✓ 50% Attendance Rate
- ✓ Family Event (multiple people watching with each attendee)
- ✓ Featured act with widespread appeal
- ✓ Several tech meetings with Zoom and Keith Urban's team to ensure smooth event

### Goals we achieved

#### Market:

- ✓ Reached 7000+ contacts with E2, PanaCast and Zoom+ messages
- ✓ Deeper relationship with Zoom, including companywide notification in their internal Chat and Marketing channel
- ✓ Leveraging Zoom and allowing them to invite their partners/customers will extend Jabra's reach and drive increased consideration/demand
- ✓ Our competitors have not engaged their markets in any mass vehicle – Jabra will stand out

### What would we change

- Engage larger list of customers earlier
- Reconsider the platform we use – Live stream VS webinar?
- Ensure date/time does not conflict with other events (ex. Football and baseball)

# Thank you



# Jabra Jam 2020 - Summary

## VIP Concert Experience Featuring Keith Urban

### Registration/Attendance

Total Registrations: 2066

Total unique attendees: 1325

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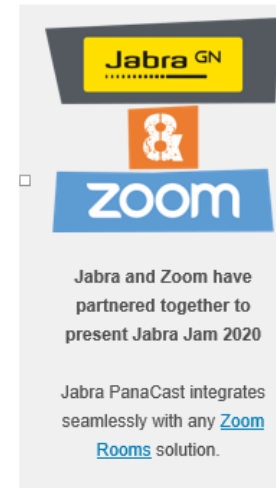
### Jabra Jam 2020

Thursday, September 17 @ 8:00 PM EST

You're invited to **Jabra Jam 2020**,  
an **exclusive VIP event**.  
We promise you an evening  
of fun and music, featuring country music  
superstar Keith Urban.

We all know 2020 has been a different and difficult year, however there is a lot that we need to be thankful for. One of the many things the Jabra North America Channel team is thankful for is your continued partnership. With that being said, we are thrilled to invite you to our exclusive event - Jabra Jam 2020 brought to you by Jabra and powered by Zoom.

Together we have planned a private virtual concert featuring country music superstar Keith Urban.



### Cost

Show cost: XXX

Jabra: XXX Zoom:  
XXX

### Estimated Marketing Reach

- 6000+ Channel Sellers
- 1000+ End Customers
- 500+ Zoom Channel
- 150+ Consumer & Alliances

### Achievements:

- National attention within Zoom
- Outstanding customer feedback
- Stood out against the competition
- Push of Evolve2, PanaCast and Zoom Alliance
- Increased mindshare within customer and partner community

# JABRA JAM 2020

# SEPT.

# 17<sup>TH</sup>

# 8:00 PM

Jabra GN