



IBM at 100: Insights on Propelling a Brand into the 21st Century

Kevin Bishop

Vice President, IBM WW Brand System and Workforce Enablement

2009-2012





1. Define the strategic intent
2. Focus on reality not perception
3. Create deep content
4. Design program elements for impact and scale
5. Build constituency across audiences
6. Fully leverage each media genre
7. Humanize the story
8. Drive lasting engagement at global scale
9. Manage through the line – with “one pair of eyes”



Lesson 1

Define the strategic intent



Business outcomes by constituent

The IBMer

Longer-tenured employees are re-motivated to being an IBMer, applying their expertise on IBM's agenda.

New employees understand what it means to be an IBMer—and are fully engaged and empowered by what IBM has to offer

Clients

Existing clients confirm their choice of working with IBM, and entrust us with their new ambitions.

Potential clients see the modern IBM in totality—and then as, a must-have partner.

Communities

Governments, universities, and civic organizations deepen their appreciation of IBM and IBMers in their communities.

Governments, universities and civic organizations in developing countries see IBM as a strategic partner in fulfilling their national agendas.



Lesson 2

Focus on reality not perception





Lesson 3

Create deep content



MAKING THE WORLD WORK BETTER

MAKING THE WORLD
WORK BETTER

IBM

THE IDEAS THAT SHAPED A CENTURY AND A COMPANY

Kevin Maney • Steve Hamm • Jeffrey M. O'Brien
Foreword by Samuel J. Palmisano

Maney • Hamm • O'Brien





Lesson 4

Design program elements for impact and scale



*A shared companywide experience
— delivered in a personal, human, local way*

Global platforms

Programs initiated at the global level and requiring the participation of each country.

The world's leaders rising to the largest challenges: The Centennial Forum

The issues the world cares about: Global Jam and The Centennial Letters

A commitment to a deeper contribution: A Worldwide Day of Service

Making the world work better: The Centennial Exhibit

A modern face of IBM: A Centennial Digital Presence

Local initiatives

Programs defined by local markets

Programs organized locally

- Centennial film screenings
- Client dinners
- Family events
- Business partner events
- Roundtables with selected alumni
- Other programs based on each IMT's needs, opportunities, and existing events

Assets

Deliverables conceived by the Centennial project office for use in local markets

Assets and tools designed to celebrate the Centennial

- Centennial film
- Centennial identity
- Centennial stationery
- Business cards
- Lobby installations
- Posters
- Advertising creative
- w3 presence ("on this day at IBM")
- Books
- Videos
- Photo library
- Slide show
- Corporate b-roll
- Mementos



Our Centennial year

1Q 2011

- January 20
- All employee broadcast
 - Icons of Progress launch
 - Centennial site launch
 - 100x100 film

2Q 2011

- June 15
- Global day of service
 - Social media campaign

3Q 2011

- June 16
- NYSE opening bell
 - Advertising insert
 - All employee broadcast
 - Local celebrations
 - Centennial book

4Q 2011

- September 20, 21
- Exhibit
 - Forum
 - Celebration evening

A Centennial Digital Presence

Film 1 100x100 Film 2 Wild Ducks Film 3 They Were There

Service Jam

A Worldwide Day of Service

On-going service efforts in the community

The Centennial Exhibit

Centennial Lectures

The Centennial Forum

Local events begin and continue throughout 2011: Town Hall meetings, client events, employee events, business partner events etc.

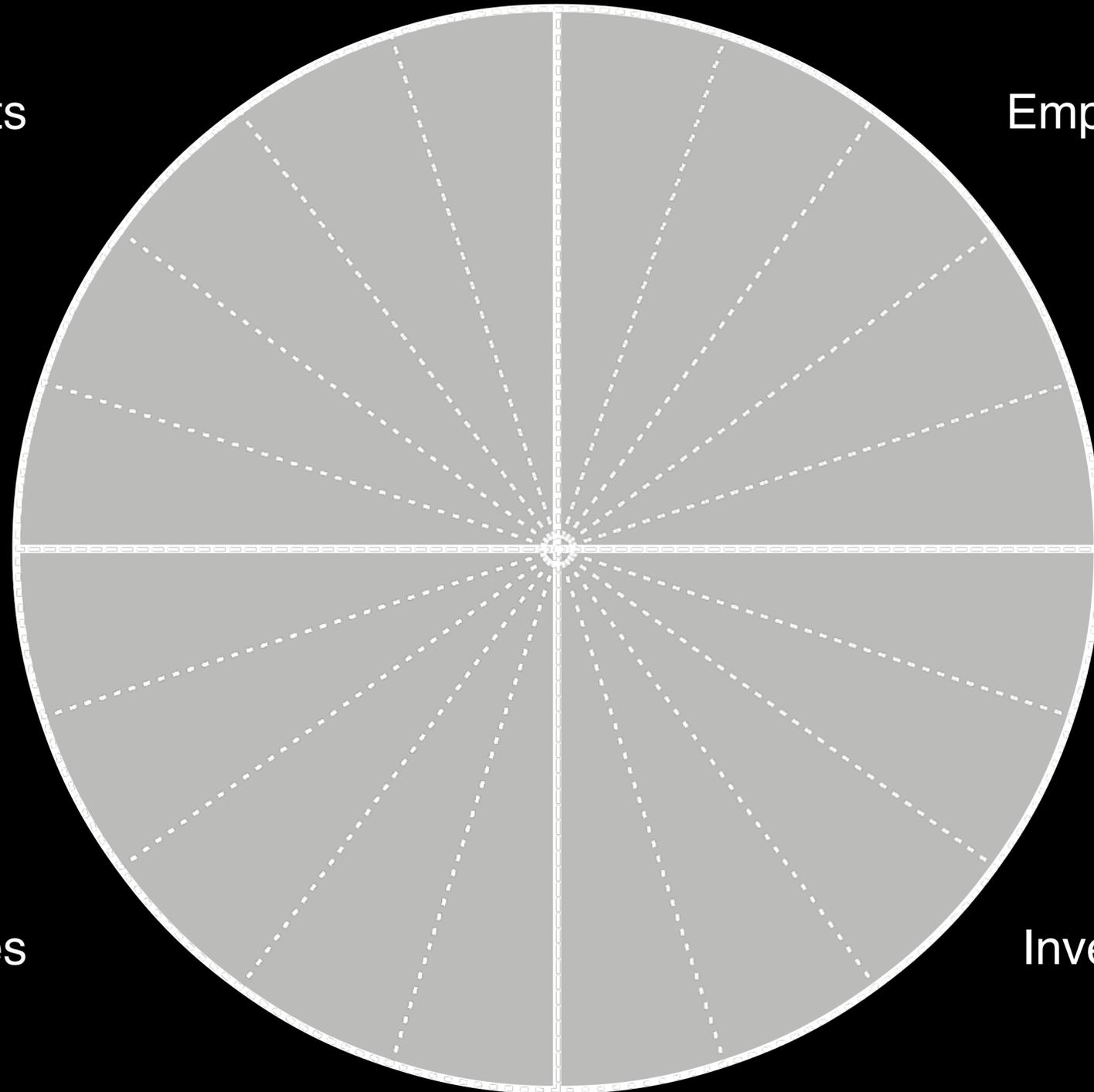


Lesson 5

Build constituency across audiences

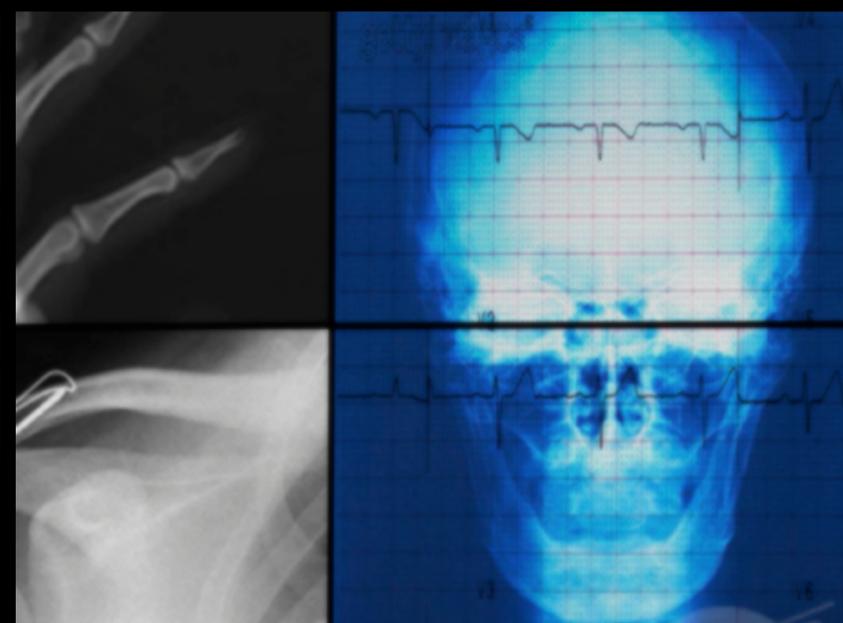
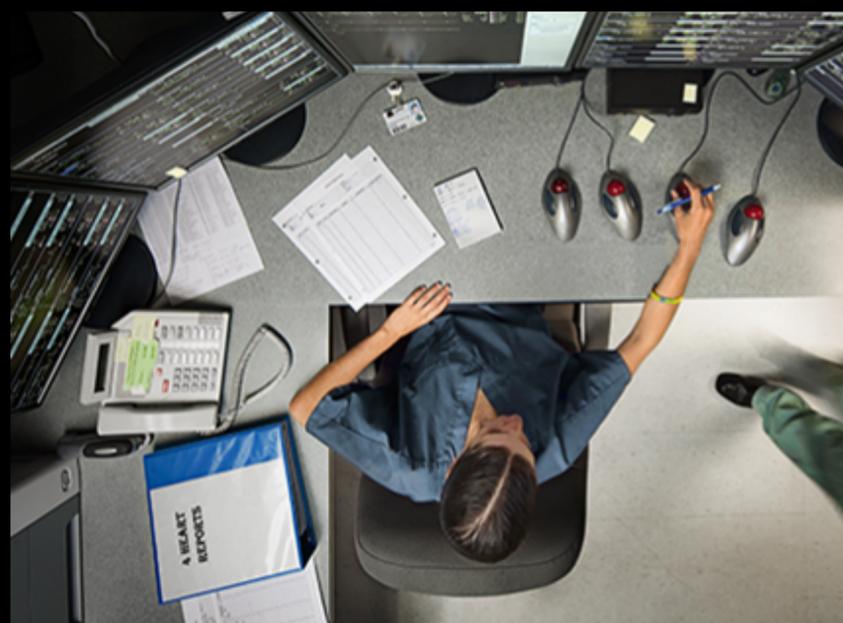
Clients

Employees



Communities

Investors



HEALTH INSURANCE CLAIM FORM (FOR PROGRAMS OTHER THAN FECA)

1a. INSURED'S I.D. NUMBER _____

4. INSURED'S NAME (Last Name, First Name, Middle Initial) _____

7. INSURED'S ADDRESS (No., Street) _____
CITY _____ TELEPHONE (INCLUDE AREA CODE) _____

11. INSURED'S POLICY GROUP OR FECA NUMBER _____

10. IS PATIENT'S CONDITION RELATED TO:

a. EMPLOYMENT? (CURRENT OR PREVIOUS) YES NO

b. AUTO ACCIDENT? YES NO

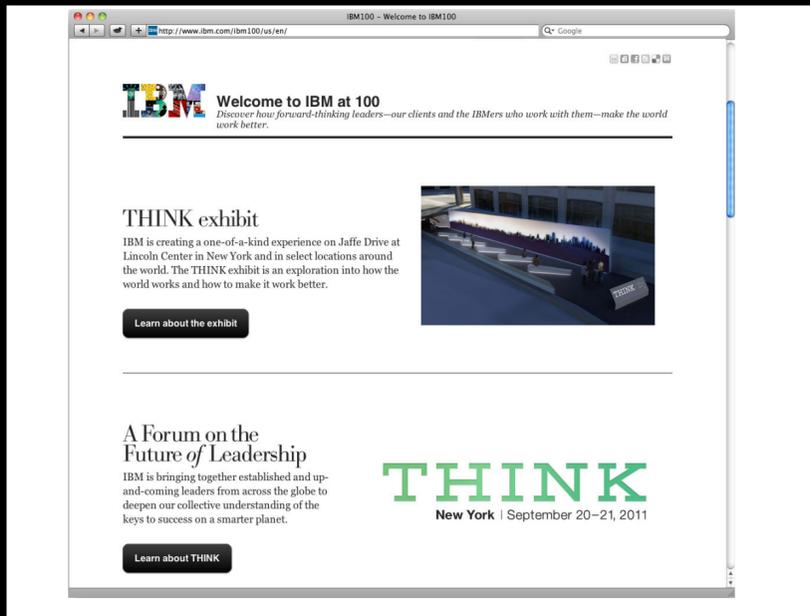
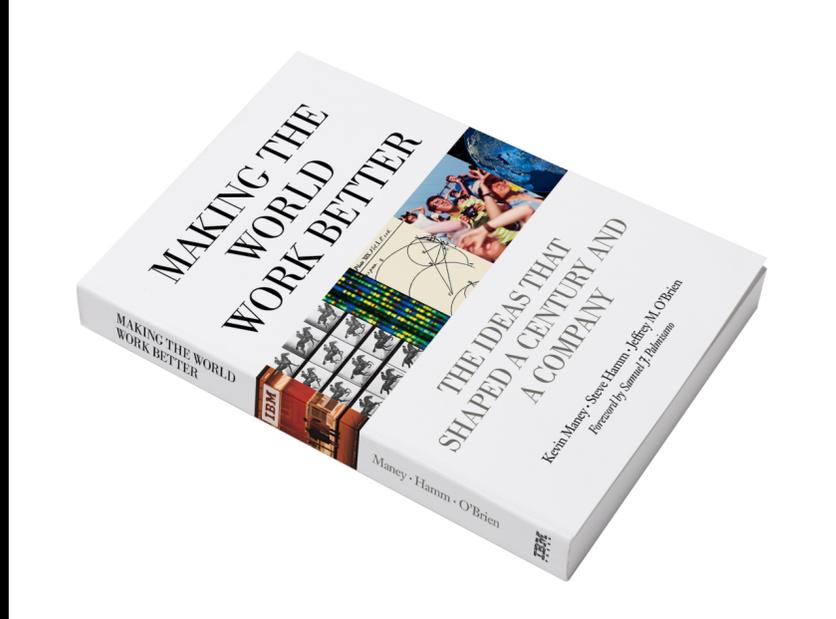
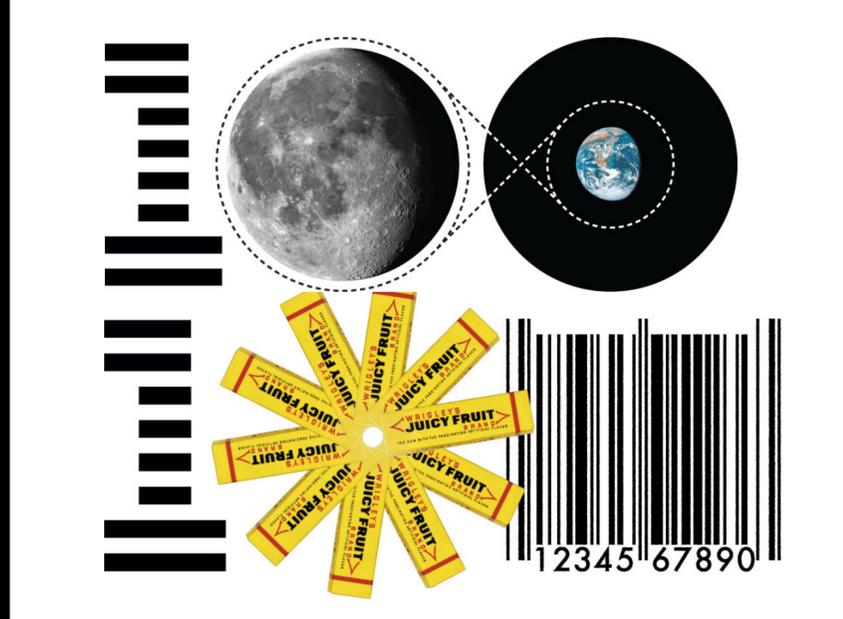
c. IS THERE ANOTHER HEALTH BENEFIT PLAN FOR THIS PERSON? YES NO





Lesson 6

Fully leverage each media genre







Lesson 7

Humanize the story

This account is managed by sypartners.com [Learn more](#)

IBM THINK | IBM CEO Sam Palmisano with Errol Morris on Business Leadership Qualities

IBM 172 videos



2,488

Uploaded by IBM on Sep 20, 2011
http://www.ibm.com/ibm100/us/en/forum/?cmp=usrb&cm=b&csr=agus_brspth... At IBM's THINK Forum in New York City, Errol Morris talks to IBM CEO Sam Palmisano about his leadership

10 likes, 0 dislikes
As Seen On: Dprogram.net

All Comments (0) Reactions (0)

- IBM THINK | IBM CEO Sam Palmisano with Errol Mo...**
by IBM
2,062 views
- IBM THINK | Alexandra Johnson Of DFJ-VTB With**
by IBM
227 views
- IBM THINK | IBM CEO Sam Palmisano with Errol Mo...**
by IBM
2,019 views
- IBM Centennial Film: 100 X 100 - A century of a...**
by IBM
768,660 views
- IBM THINK Forum | IBM CEO, Sam Palmisano,**
by IBMSocialMedia
3,308 views
- IBM Watson: Transforming Healthcare**
by IBM
8,224 views
- IBM THINK Forum | IBM CEO, Sam Palmisano,**
by IBMSocialMedia
8 views
- IBM THINK | Harold Schmitz Discusses Mutuality ...**
by IBM
41 views



Lesson 8

Drive lasting engagement at global scale

3,024,673 HOURS

EQUIVALENT TO

378,084 8-HOUR DAYS OF SERVICE

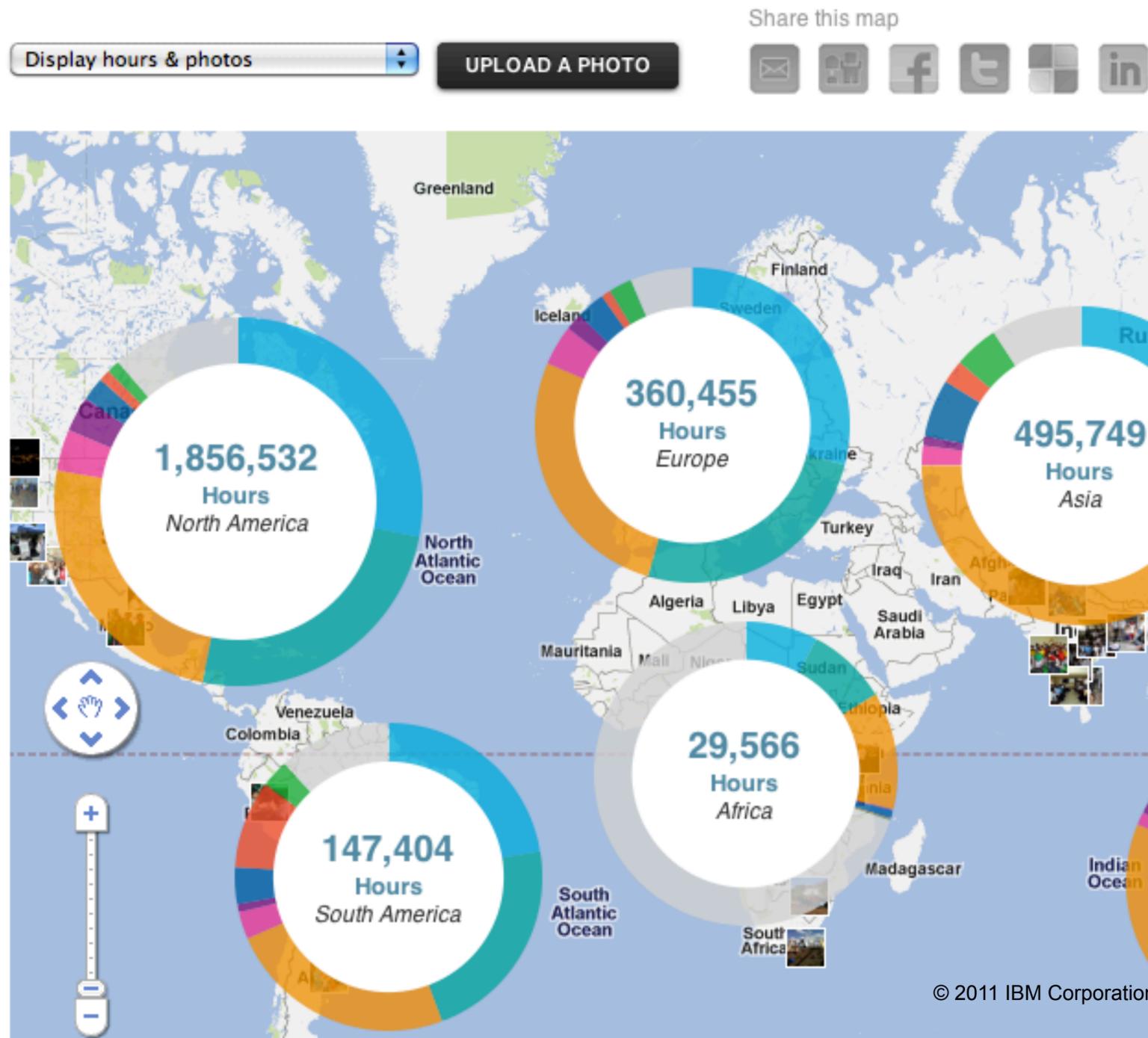
1,036 YEARS OF SERVICE

 All	
 Human Services	26%
 Community & Economic Development	23%
 K to 12 Education	27%
 Health	3%
 Culture	2%
 Higher/Other Education	3%
 Disaster	2%
 Environment	2%
 Other	11%

Photo Gallery

Global Service Map

Explore the map to see the hours pledged so far in each region, or narrow the results by selecting a service category in the left column. You can also click the icons to display photographs of volunteers in action.







Lesson 9

Manage through the line
—with “one pair of eyes”



Our Management System

Global Delivers:

Global Programs

Worldwide Day of Service, The Centennial Forum, Centennial Exhibit, A Centennial Digital Presence, Centennial Films, Centennial Lectures

Assets

Themes, Logos and Guidelines, Book, Film, Posters, Mementos, Photography, Stationery, Web Content, Modular Exhibit Content

Consulting

Local leadership will work with Centennial team to identify local activities that look, sound, think and perform like IBM

Countries Deliver:

- Content for inclusion in global assets such as the centennial film or book
- Prioritization of audiences within country and identification of country participants in global activities
- Local experiences that touch clients, business partners, IBMers and alumni (service programs, events, etc.)
- Business results



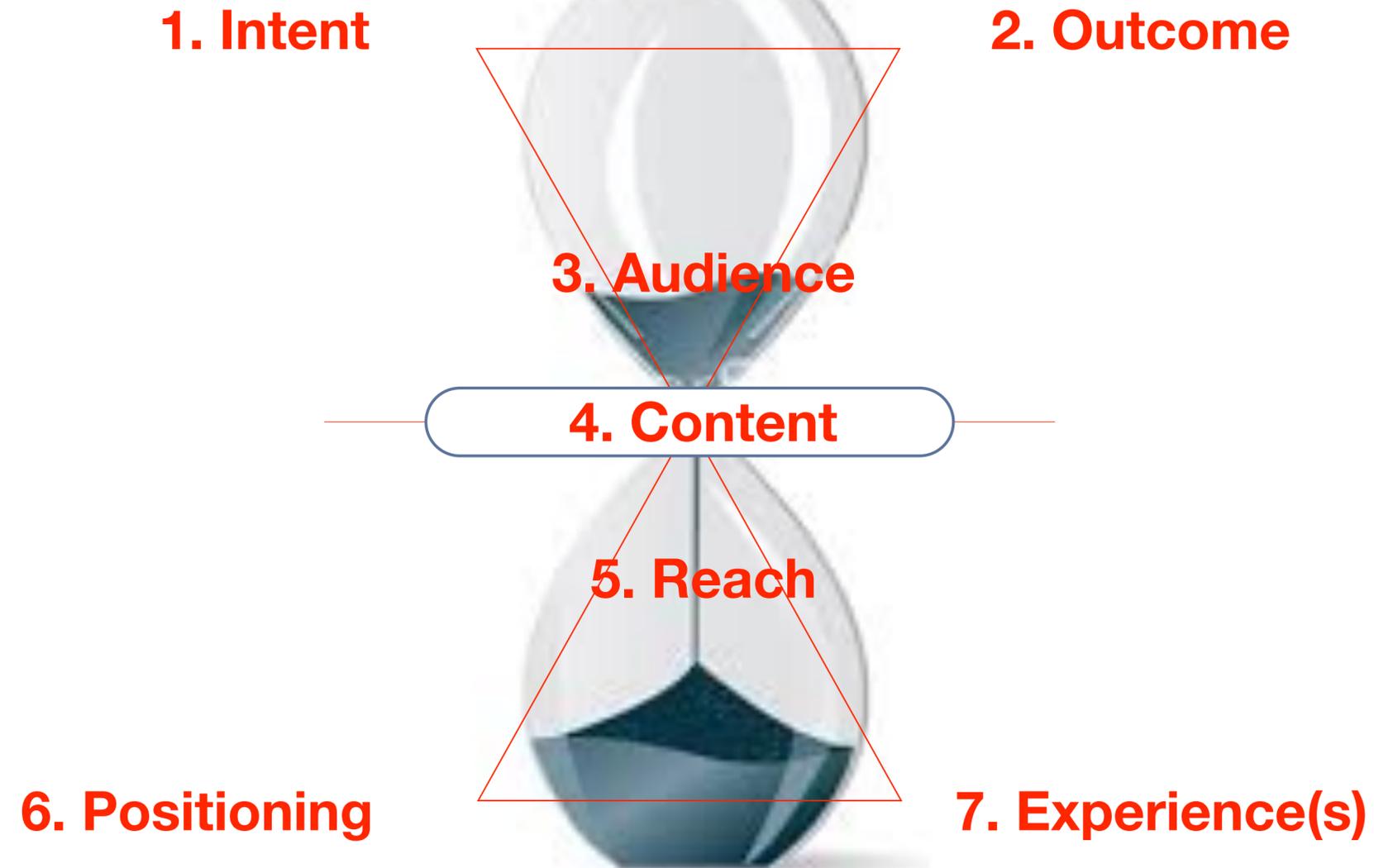


IBM at 100: Insights on Propelling a Brand into the 21st Century

Kevin Bishop

Milestone Master, Anniversary University®
Formerly VP Global Brand Systems, IBM

Anniversary planning: Seven principles for strategic success



THANK YOU

Kevin Bishop

Milestone Master, Anniversary University®
Formerly, VP Global Brand System, IBM