

The Sage Business Cloud logo, with 'sage' in green and 'Business Cloud' in white.

Business Cloud

# ACCOUNTING SOFTWARE THAT'S NOT ONE-SIZE-FITS-ALL

No two businesses are the same. Sage Business Cloud fits your changing needs, like preparing for Making Tax Digital. Register today for a free Making Tax Digital consultation at [sage.com/MTD](https://sage.com/MTD)

A handwritten signature in white ink.

Peter Jones  
Sage customer for life



[sage.com/MTD](https://sage.com/MTD)

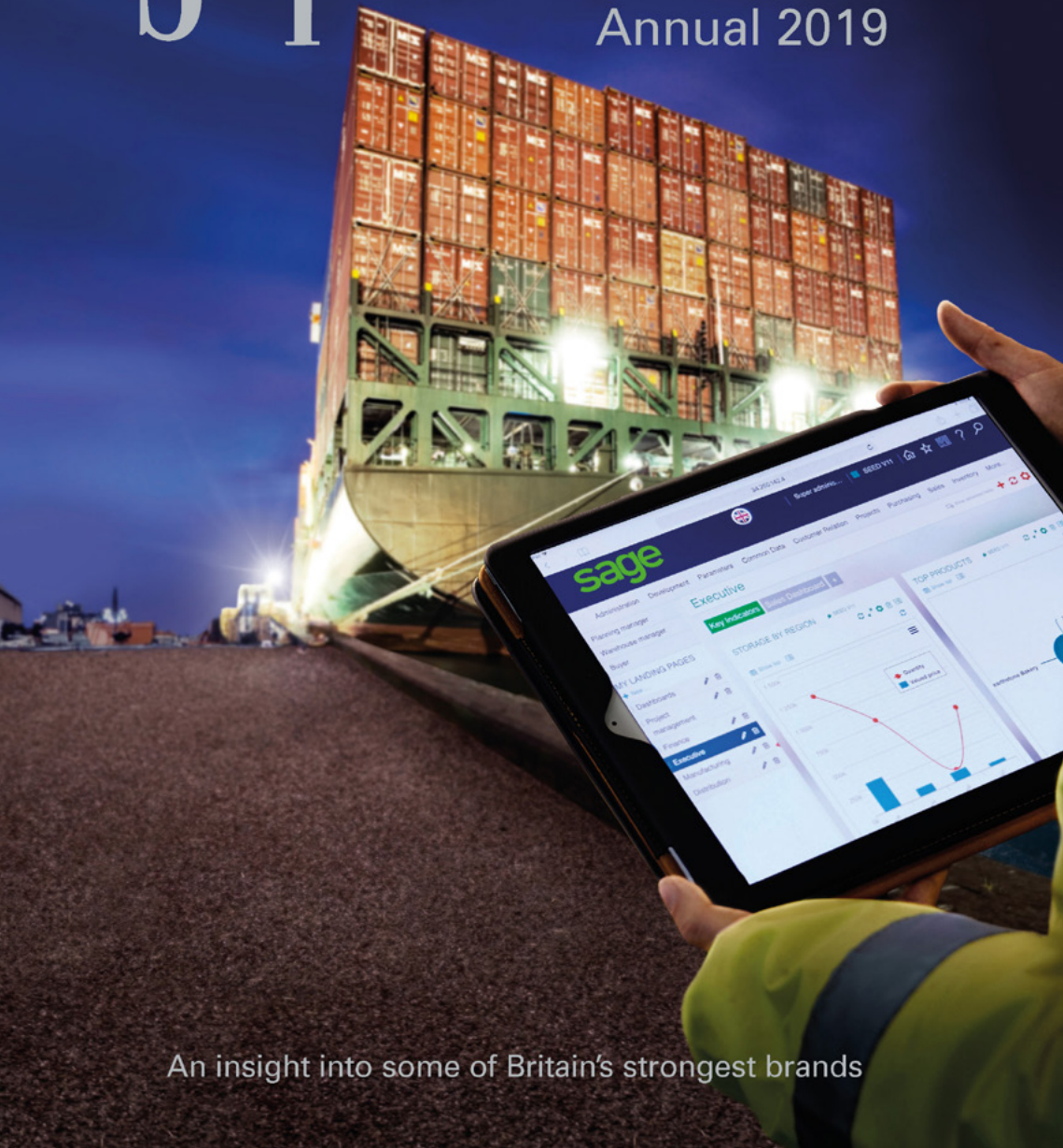
## Case Study

## Sage: 'Making Tax Digital' Campaign

The Gravity Global logo, with 'gravity' in a bold, lowercase font and 'GLOBAL' in a smaller, uppercase font below it.

# Superbrands®

Annual 2019



An insight into some of Britain's strongest brands

## Links to be viewed

TV Commercial: <https://www.youtube.com/watch?v=CrmUTQTWgvQ>

Digital Banners: [https://gravitystaging.com/clp\\_type/d40486\\_sage\\_pj\\_wave3\\_dec18/](https://gravitystaging.com/clp_type/d40486_sage_pj_wave3_dec18/)



## Summary

'Making Tax Digital'(MTD), hit the headlines in 2018 as all businesses VAT qualifying had to change the way they submitted VAT returns from the start of the coming tax year. VAT submission would now need to be submitted to HMRC via an approved software platform.

This provided UK businesses with a great deal of confusion – and a sales opportunity for Sage.

However, businesses were not engaging with the subject or the information provided by HMRC and as a result businesses were not getting ready to switch.



Sage raised the importance of MTD with a new TV campaign featuring customer and brand Ambassador Peter Jones, the serial entrepreneur and star of BBC's 'Dragons Den'.

The campaign was split into two phases:

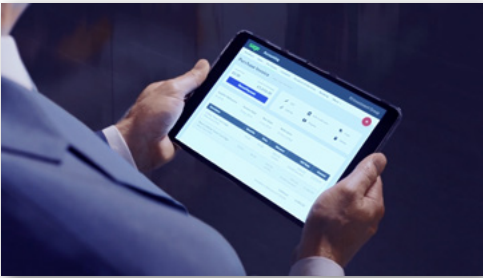
The first phase raised awareness of MTD, driving demand for Sage with a promotional offer.

The second phase drove demand through the urgency of MTD offering a free consultation to help businesses prepare for the HMRC change in April 2019.

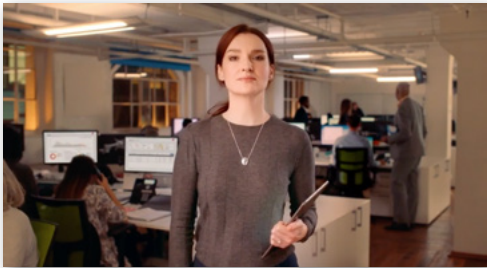
# TVC and BTS Frame Captures



Peter Jones: Launch Commercial



Peter Jones: Making Tax Digital Commercial





Peter Jones: Behind the Scenes. Social Usage





# Strategy

Making Tax Digital (MTD) is a Government directive affecting all businesses with a turnover of £85,000 and above. However, research showed businesses were ignoring the HMRC change for submitting VAT returns online commencing April 2019.

So although this change offered Sage an important business opportunity awareness of the issue amongst businesses needed greater amplification and importance.

Also awareness of what makes Sage different and why a business should choose Sage over competitor providers such as Xero and Intuit was not widely understood by the business community.

The challenge was to raise the urgency of MTD amongst businesses and, at the same time, ensure the audience chooses Sage by understanding what makes Sage different to competitors.

Sage believes every business is unique and has particular complexities. To meet this need Sage designs software to match different types and sizes of business, unlike competitors, that offer 'a one size fits all solution'.

To engage the audience that to-date had showed little interest in getting ready for MTD Sage leveraged lifetime customer and brand ambassador, Peter Jones in the knowledge that Peter Jones adds credibility to the messaging and is well respected as a savvy businessman amongst the target audience.

Peter Jones became the creative vehicle to convey the importance of MTD and Sage as a solution that fits different types and sizes of businesses to help them with their changing needs like MTD.

## Campaign Highlights:

Performed better than any other UK campaign in the history of Sage surpassing all KPIs.

The use of Peter Jones as the main creative asset recorded the following results in post campaign research:

**95%** of respondents agreed Peter Jones' presence heightened awareness of the advertising campaign.

**95%** of respondents state that Peter Jones adds credibility to campaign messaging.

**78%** of respondents believe Peter Jones' status as a customer has a positive impact on Sage perceptions.

**70%** attribute a greater likelihood of buying a Sage product knowing that Peter Jones is a Sage customer.

**The campaign outperformed delivering a 60.6% increase in MQLs over target.**



## About the Brand



Sage is the market leader for accounting, HR, payroll, and payment solutions.

Sage helps businesses overcome the hurdles of growth and compliance burden, while helping them reach competitive advantage.

Sage prevents process inefficiencies that impact business profits; by simplifying compliance; by providing solutions which offer real time data to aid decision making and reporting; by breaking down siloed information and disconnected teams, for total visibility across the business.

Sage products are designed to help all businesses of different types and sizes to overcome complexity, increase visibility and improve efficiencies, enabling businesses to manage their finances, people, payroll and payments.

## Objectives of the Campaign

- Raise awareness and understanding of Sage in UK – Generate 8500 Marketing Qualified Leads (MQLs)
- Raise awareness and urgency of MTD
- Demonstrate successful businesses use Sage for accounting and business management solutions that are tailored to fit their specific business needs and not ‘a one size fits all’ solution, as offered by Xero and Intuit
- Drive urgency to act through promotional offers
- Leverage Sage lifetime customer and brand ambassador, Peter Jones, to drive demand of Sage Business Cloud.

# Website Development and Social Media



## Making Tax Digital Website



sage

Products ▾

Solutions ▾

Accountants ▾

Partners ▾

Shop ▾

Blog

Support ▾

Search



Sign in ▾

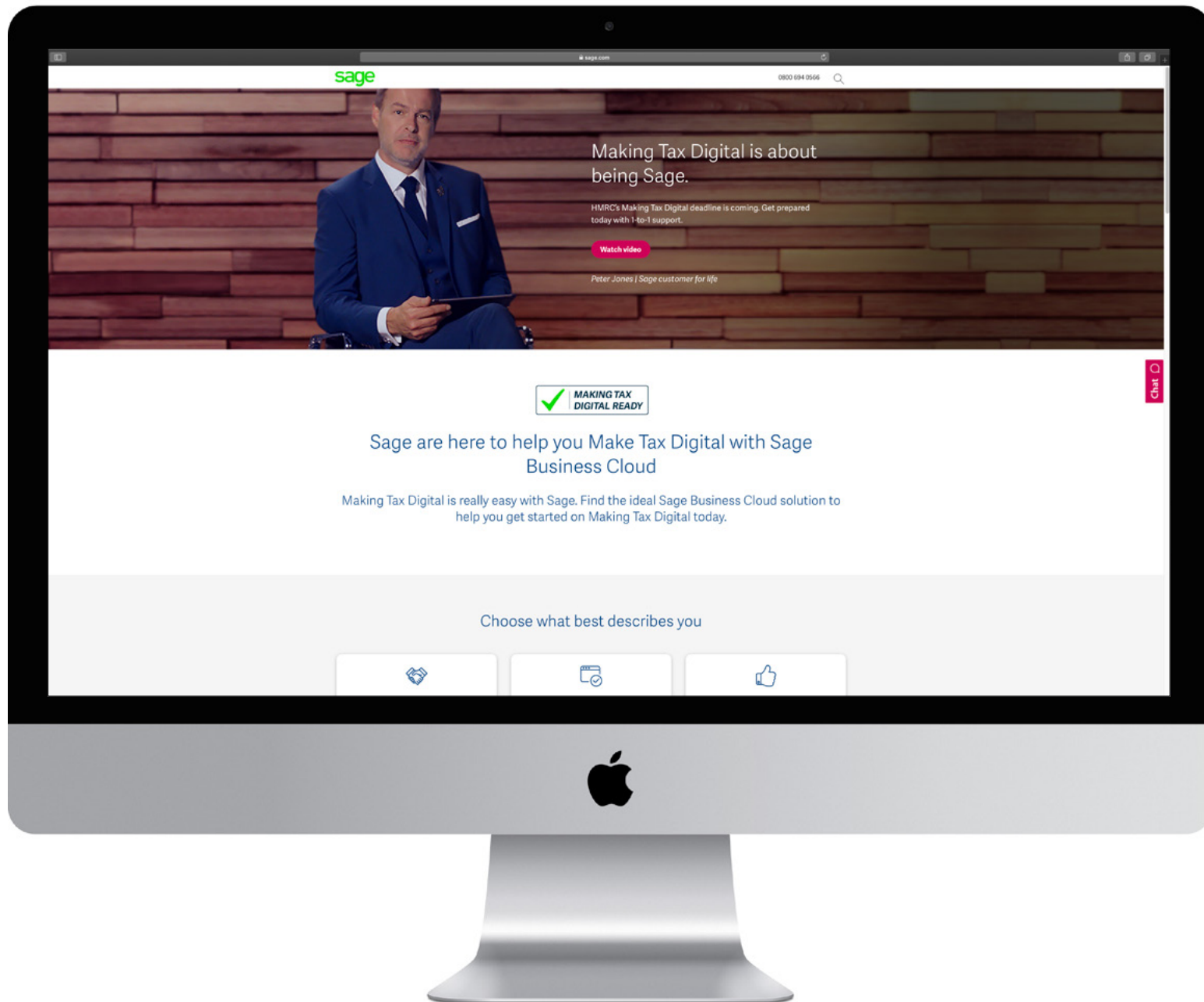
## Get ready for Making Tax Digital

Want to see how Sage can help you be ready for Making Tax Digital? Book your spot today for our free (45-minute) webinar. Find out how our range of flexible, simple-to-use solutions can help you take the complexity out of running your business.

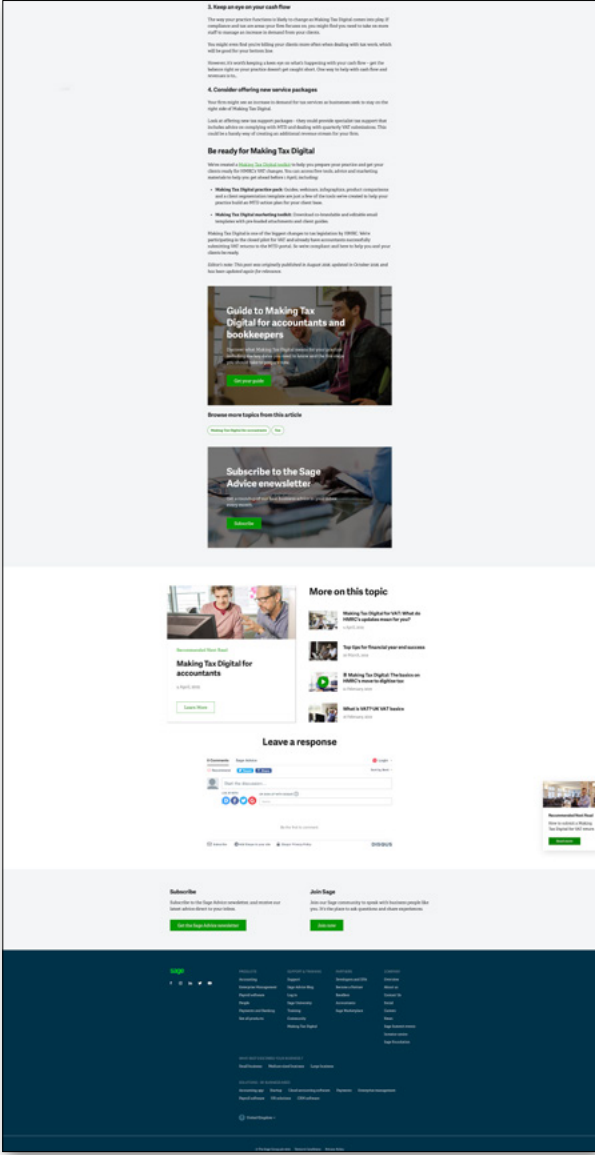
[Sign up for a free MTD webinar](#)

## What is Making Tax Digital?

Making Tax Digital is HMRC's move to digitise tax. From April 2019, VAT registered businesses with a taxable turnover above £85k will have to submit VAT returns through the HMRC gateway using functional compatible software. 89% of those businesses who submit today will change the way they process tax. If you're going to be impacted, you can get everything you need here on our MTD resource hub.



sage.com full MTD Scroll







Peter Jones campaign drove unprecedented search volumes. Sage's inbound call research recorded 55% stating "Peter Jones Advertising" as reason for call.

*Peter Jones resonance research testing - Source: The Insight Business Limited*  
*Key findings:*

Peter is respected by the Sage target audience as a business leader with gravitas, whose opinion carries weight with the business community. Peter Jones is liked and recognised primarily for his business acumen rather than simply his celebrity status. His endorsement is viewed as meaningful.

*95% of respondents agreed Peter Jones' presence heightened awareness of the advertising campaign.*

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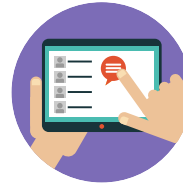
## Traffic by channel



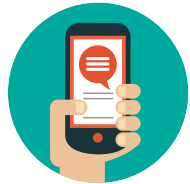
**TV** – delivered 454 TVRs



**Radio** – delivered 4.8 OTH



**Digital display and retargeting** – delivered 435,555 clicks



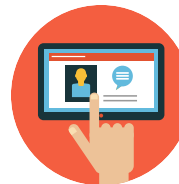
**Social: Face Book, LinkedIn and Twitter** – delivered 43% SOV and 4.05% conversion rate



**Paid search** – delivered 77% increase in clicks on core term Sage



**Campaign Landing Page** – delivered 191,000 sessions over two phases. Phase 1 – 66,000, Phase 2 – 125,000 sessions. Conversion rate increased from 1.6% to 2.7%



**Social** – delivered 130,471,712 impressions Conversion rate 5.2%



Social: Facebook





Social: Twitter



# Target Audience

SME businesses - VAT qualifying.

## Media, channels and techniques used

### TV

TV split between 30 and 10 second commercials airing during programming that indexed highly amongst the target audience such as sports, news and politics.

***Delivered 454 TVRs.***

### Radio

30 second commercials headlining on LBC, and supported by other business stations during drive time segments.

***Delivered 4.8 OTH.***

### Digital display and retargeting

TVTY ad syncing. High impact takeovers on key business titles.

***Delivered 435,555 clicks.***

### Social: Face Book, LinkedIn and Twitter

Targeting key audiences identified in partnership with Sage sales.

***Delivered 43% SOV and 4.05% conversion rate.***

### Paid search

Harvesting demand.

***Delivered 77% increase in clicks on core term Sage.***

### Website

Campaign landing page with segmented customer journey by business type.

Infographics

Influencer content

***Delivered 191,000 sessions over two phases.***

***Phase 1 - 66,000, Phase 2 - 125,000 sessions.***

***Conversion rate increased from 1.6% to 2.7%.***

### Social

Created 70 social media assets

***Delivered 130,471,712 impressions.***

***Conversion rate 5.2%.***

### PR

National/business media on the importance of MTD.

### Internal Comms

Briefing sales teams

Intranet

Internal posters featuring the campaign.

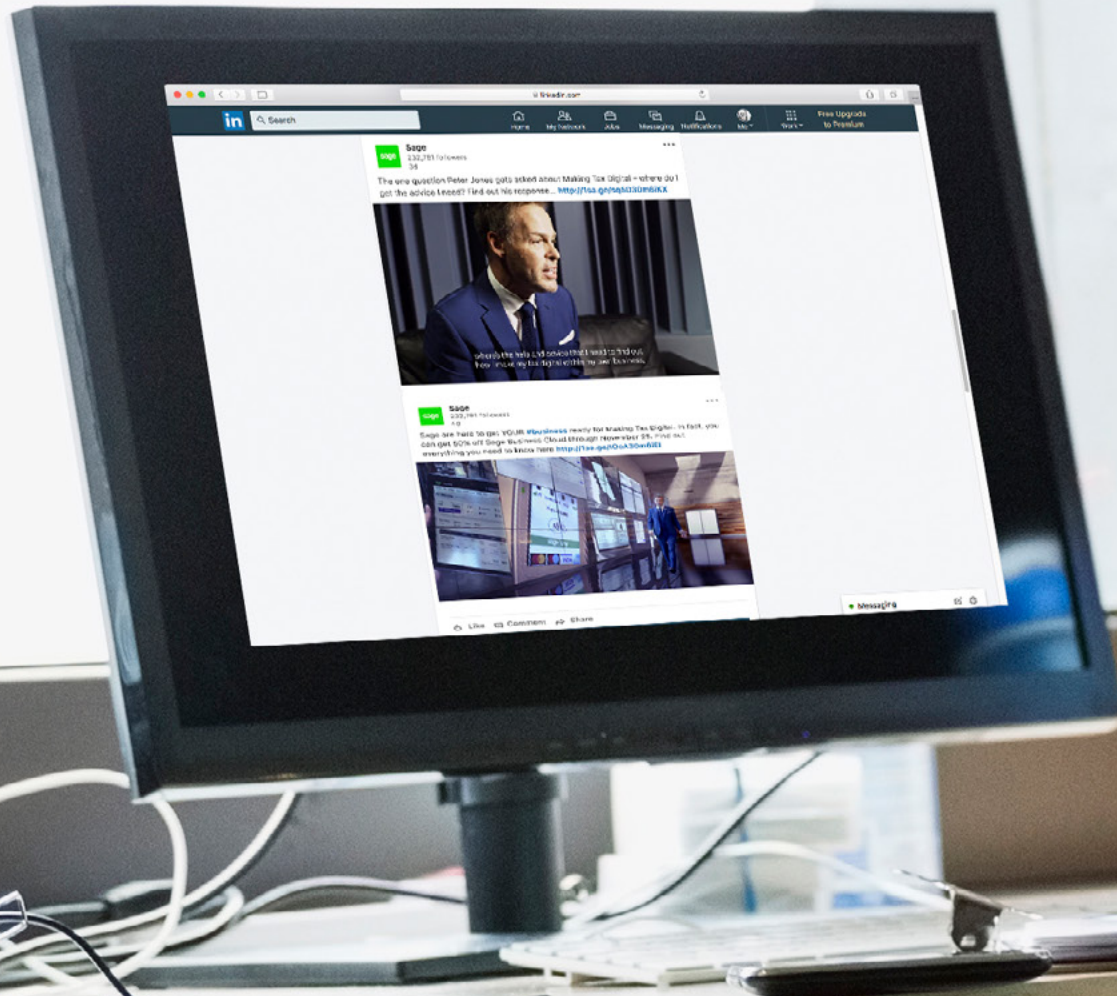
### Email marketing

Helping businesses get ready for MTD.





Social: LinkedIn



## Timescales of the Campaign

A phased campaign:

Phase 1 - Oct/Nov 2018.

Phase 2 - Feb/Mar 2019.





Press Ad

**sage**  
Business Cloud

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consultation at [sage.com/MTD](https://sage.com/MTD)*

*Peter Jones*

Peter Jones  
Sage customer for life



[sage.com/MTD](https://sage.com/MTD)





**SAGE FITS  
YOUR CHANGING  
BUSINESS NEEDS**

**sage**  
Business Cloud

**FREE MTD  
CONSULTATION**



**BE READY FOR MAKING TAX  
DIGITAL WITH SAGE**

**sage**  
Business Cloud

**FREE MTD  
CONSULTATION**



**BE READY FOR MAKING TAX  
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**FREE MTD  
CONSULTATION**

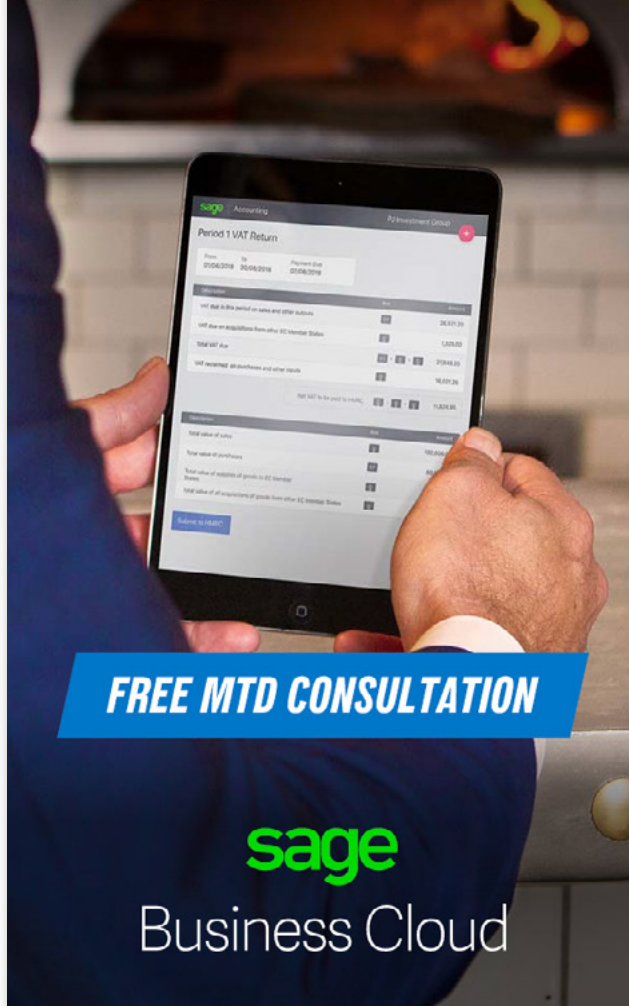
**KEEP YOUR  
BUSINESS ON TRACK  
FOR THE CHANGES  
AHEAD**



**FREE MTD CONSULTATION**

**sage**  
Business Cloud

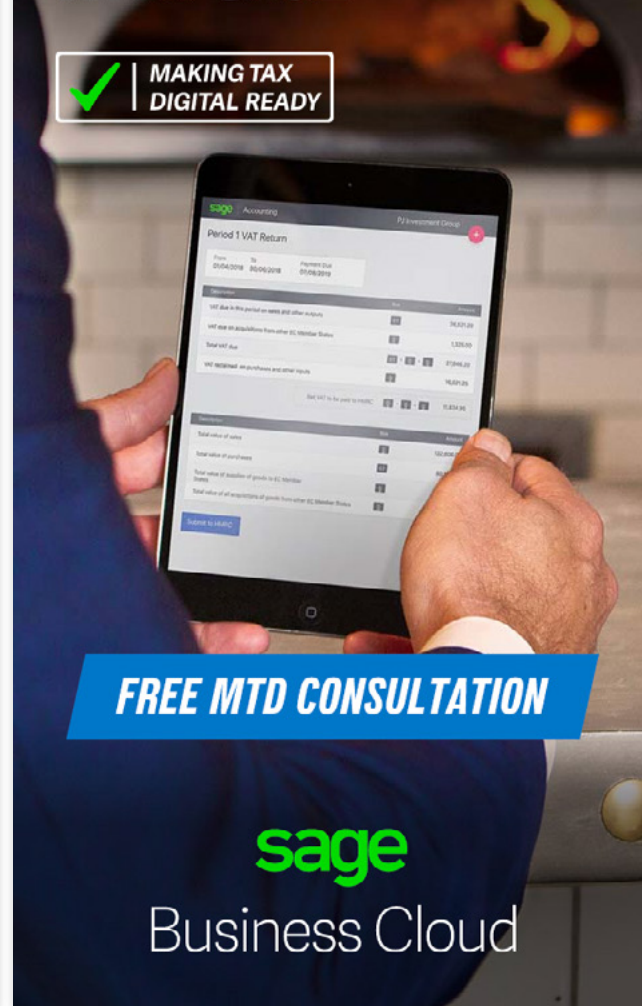
**BE READY FOR  
MAKING TAX DIGITAL  
WITH SAGE**



**FREE MTD CONSULTATION**

**sage**  
Business Cloud

**BE READY FOR  
MAKING TAX DIGITAL  
WITH SAGE**



**FREE MTD CONSULTATION**

**sage**  
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**sage**  
Business Cloud

**SOLUTIONS FOR THE BIG  
CHANGES IN BUSINESS**

**FREE MTD  
CONSULTATION**

**sage**  
Business Cloud

**BE READY FOR MAKING  
TAX DIGITAL WITH SAGE**

**FREE MTD  
CONSULTATION**

**sage**  
Business Cloud

**BE READY FOR MAKING  
TAX DIGITAL WITH SAGE**

 **MAKING TAX  
DIGITAL READY**

**FREE MTD  
CONSULTATION**

**TIME IS RUNNING OUT**

**FREE MTD CONSULTATION**

**sage**

Business Cloud

**BE READY FOR MAKING TAX  
DIGITAL WITH SAGE**

**FREE MTD CONSULTATION**



Sent to HMRC

**sage**

Business Cloud

**BE READY FOR MAKING TAX  
DIGITAL WITH SAGE**



MAKING TAX  
DIGITAL READY

**FREE MTD CONSULTATION**



Sent to HMRC

**sage**

Business Cloud



**CAN YOU AFFORD TO MISS  
THE APRIL DEADLINE?**

**FREE MTD CONSULTATION**

**sage**

Business Cloud

**BE READY FOR MAKING TAX  
DIGITAL WITH SAGE**

**FREE MTD CONSULTATION**

**sage**

Business Cloud

**BE READY FOR MAKING TAX  
DIGITAL WITH SAGE**



**FREE MTD CONSULTATION**

**sage**

Business Cloud



**REGISTER FOR A FREE MAKING  
TAX DIGITAL CONSULTATION**

**FREE MTD CONSULTATION**

**sage**

Business Cloud

**GET AHEAD OF THE APRIL  
DEADLINE WITH SAGE**

**FREE MTD CONSULTATION**



Sent to HMRC

**sage**

Business Cloud

**GET AHEAD OF THE APRIL  
DEADLINE WITH SAGE**

 **MAKING TAX  
DIGITAL READY**

**FREE MTD CONSULTATION**

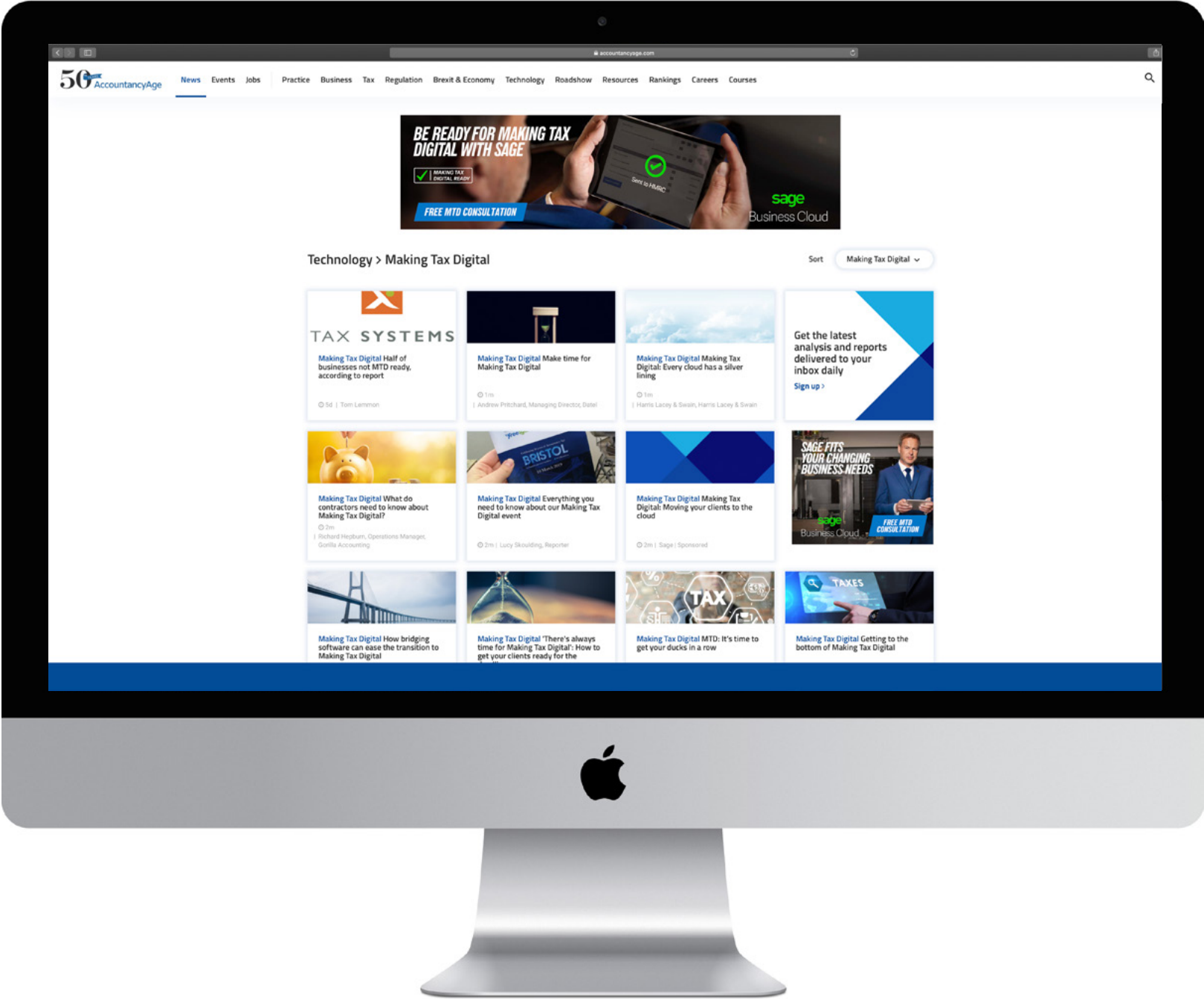


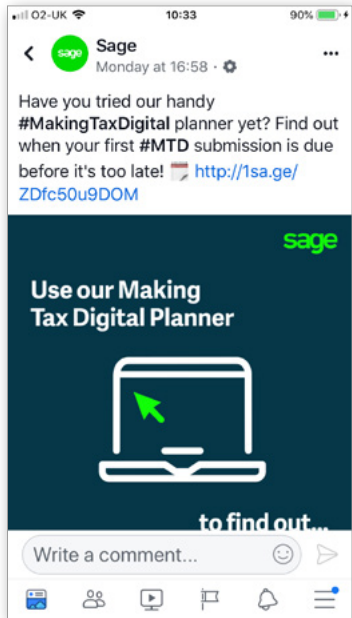
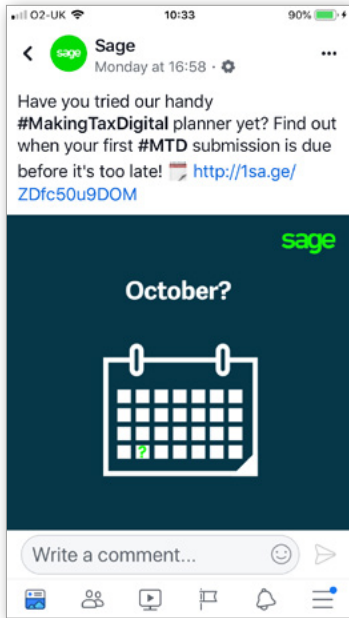
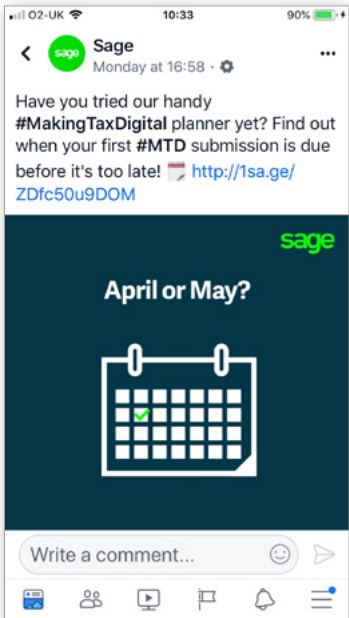
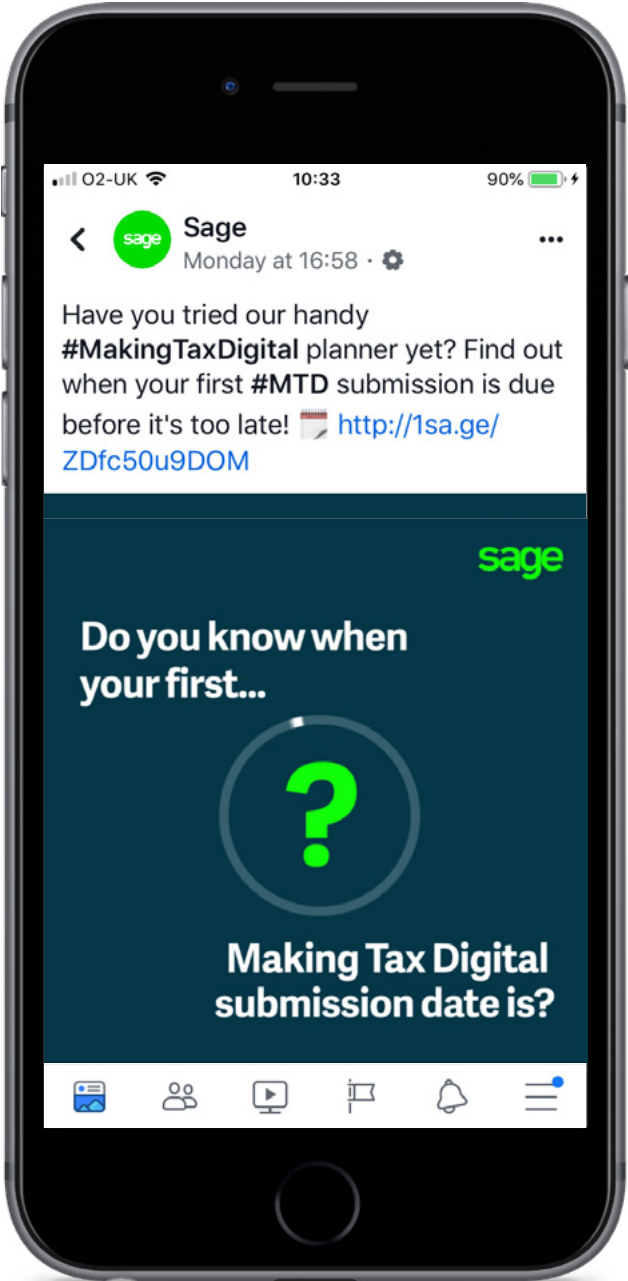
Sent to HMRC

**sage**

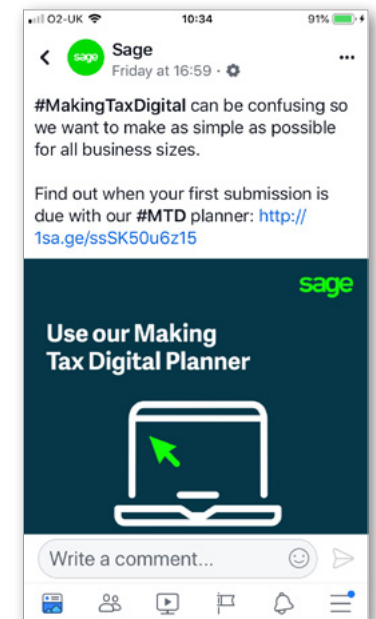
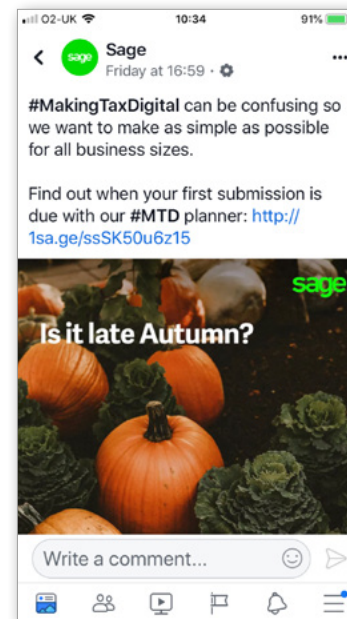
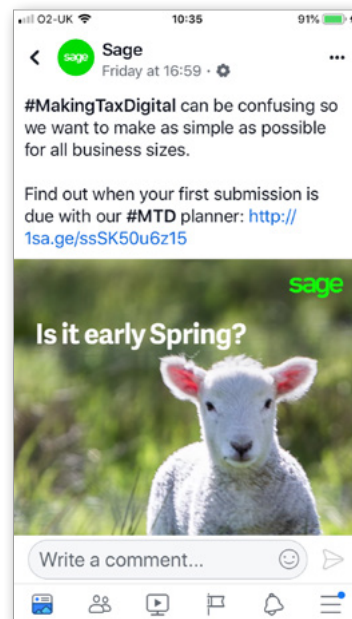
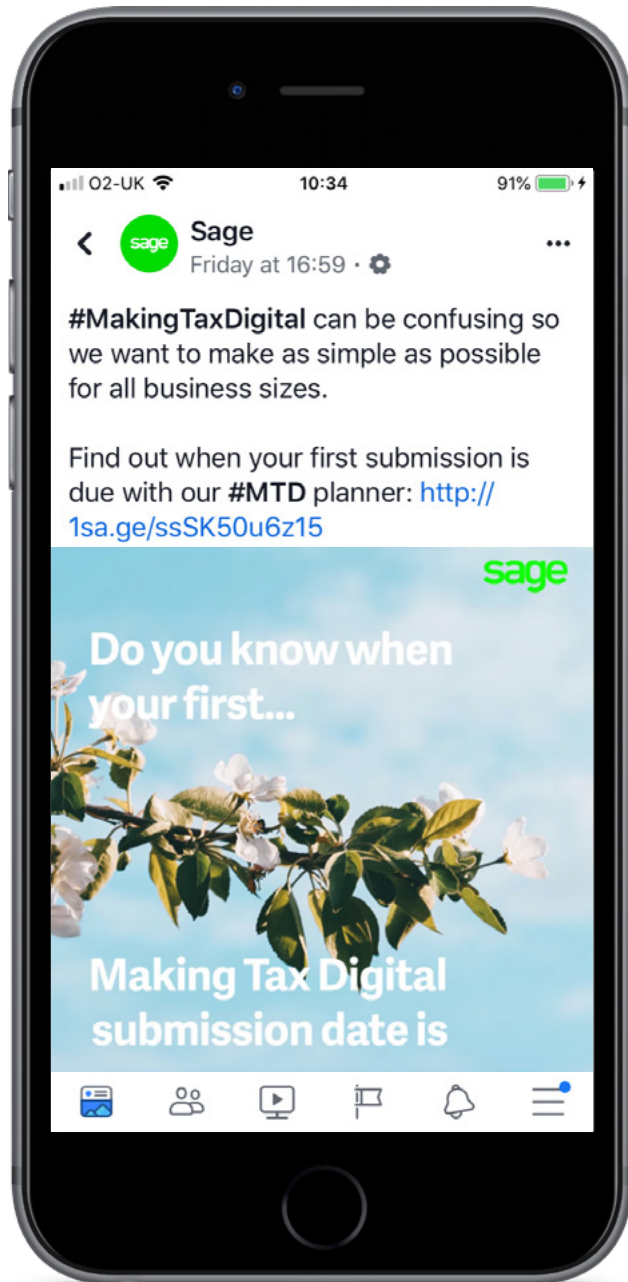
Business Cloud

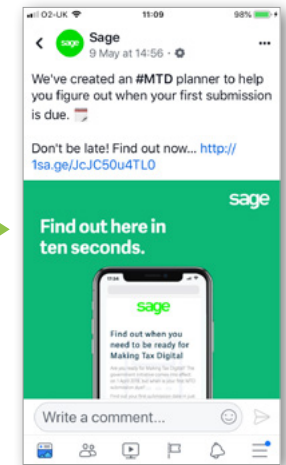
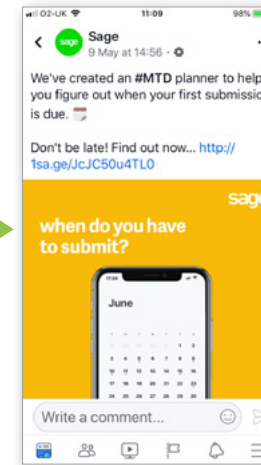
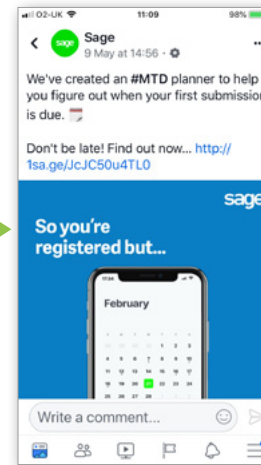
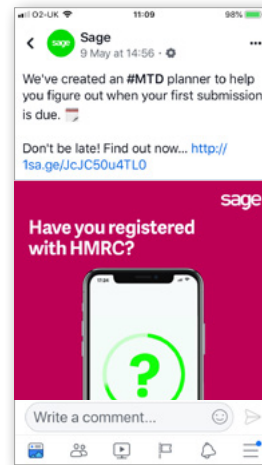
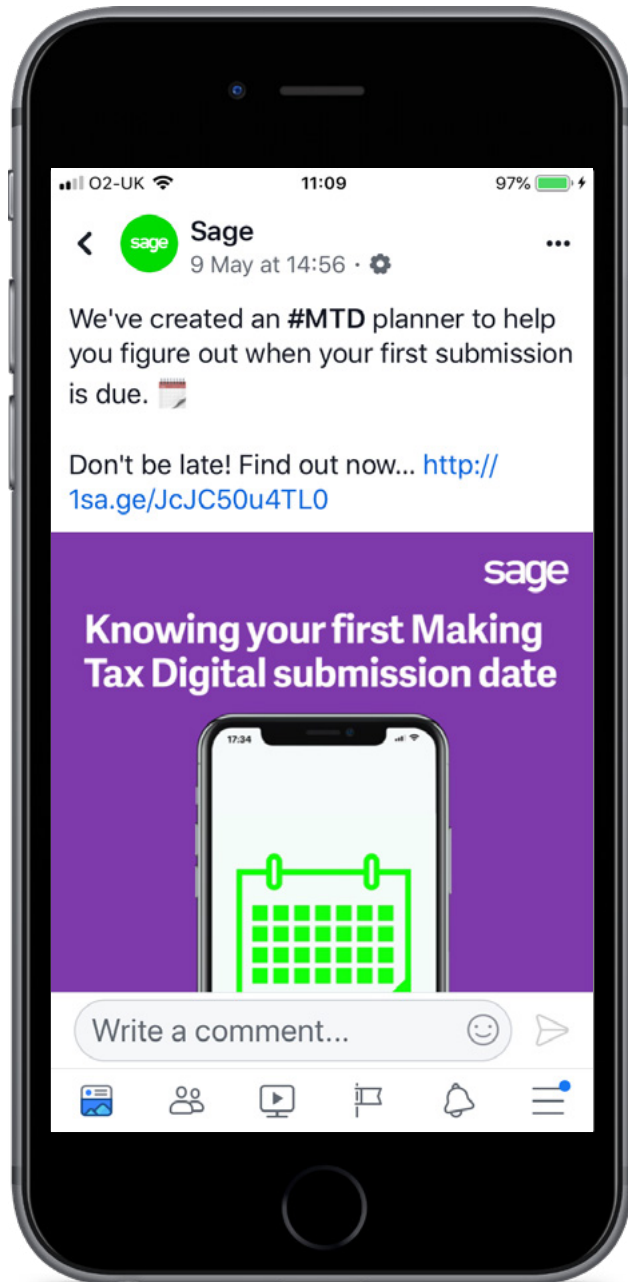
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In situ

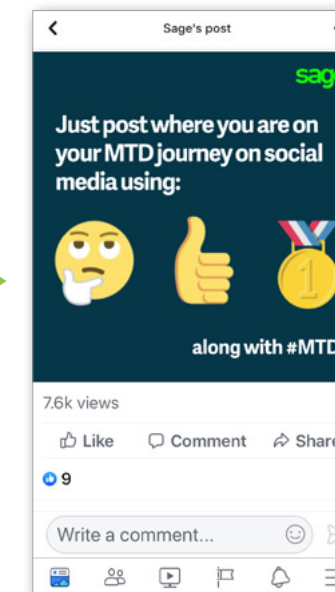
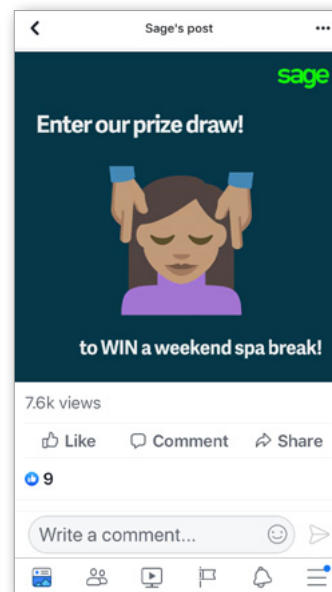
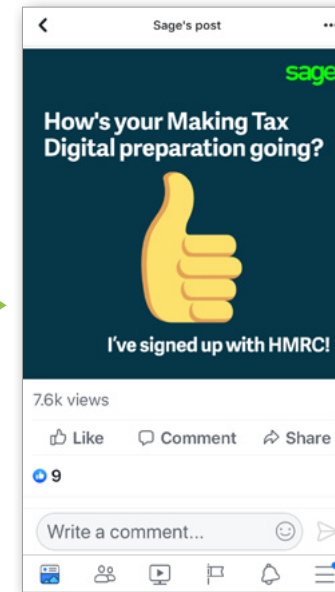
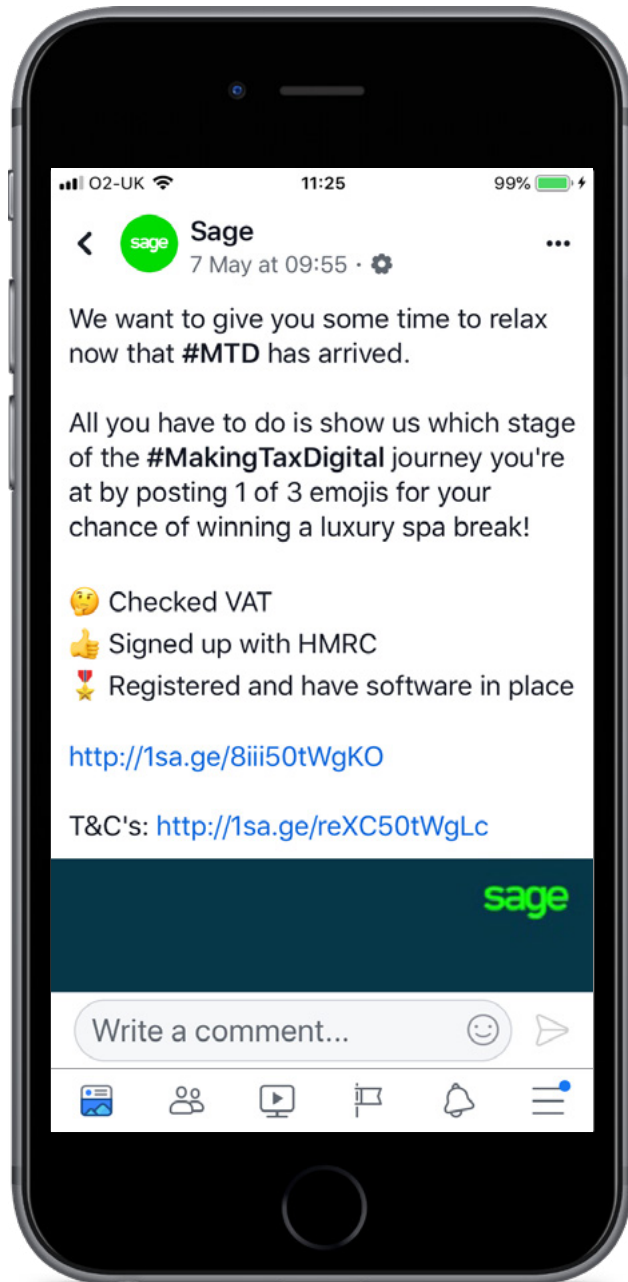




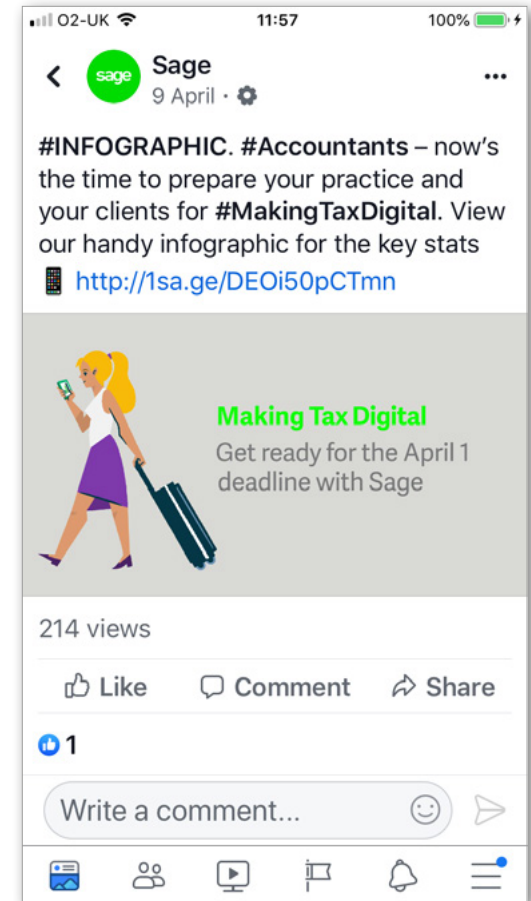
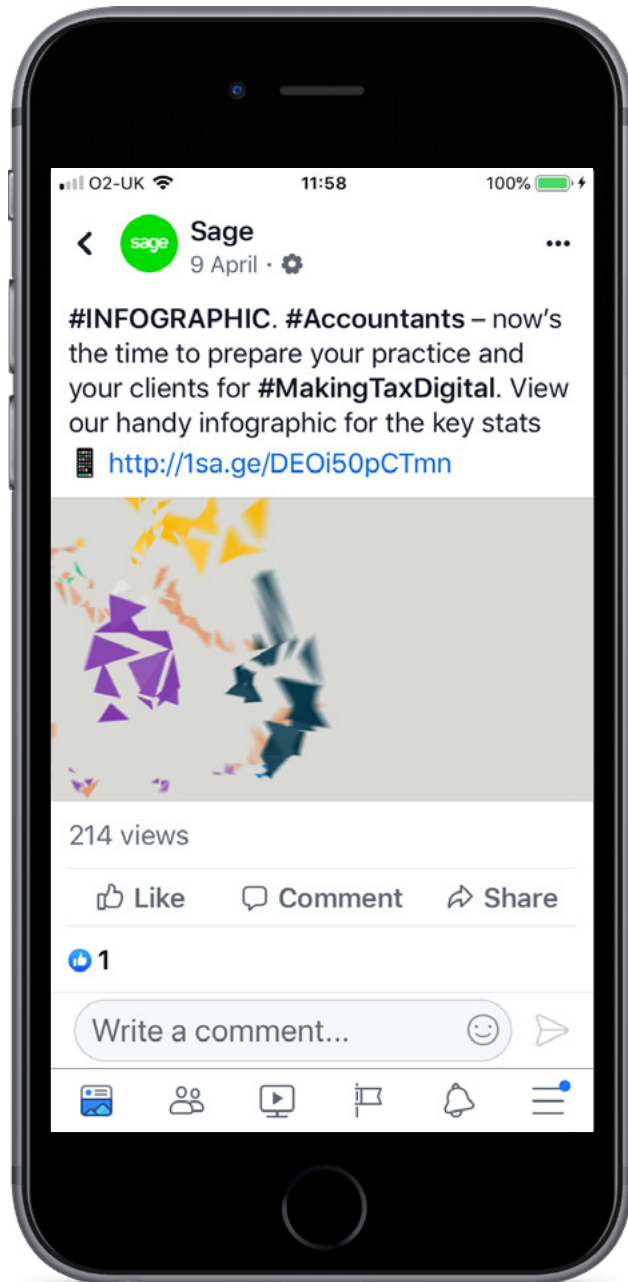


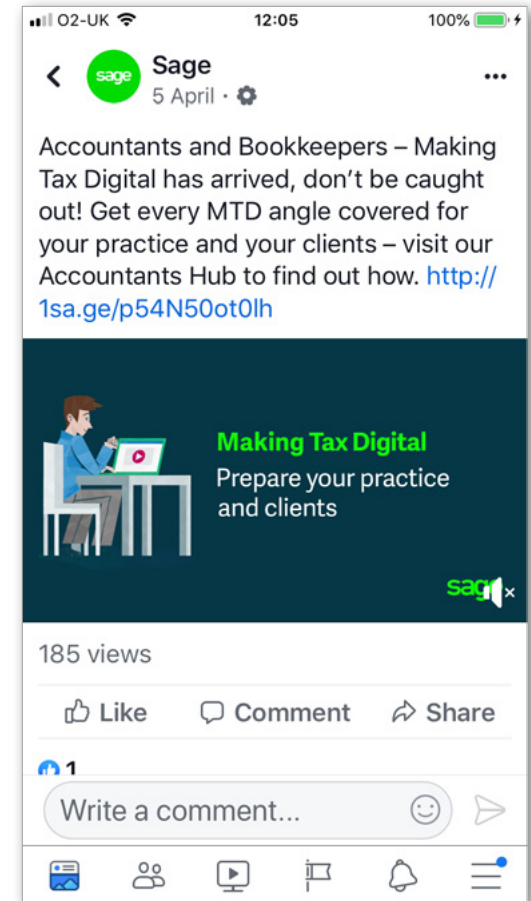
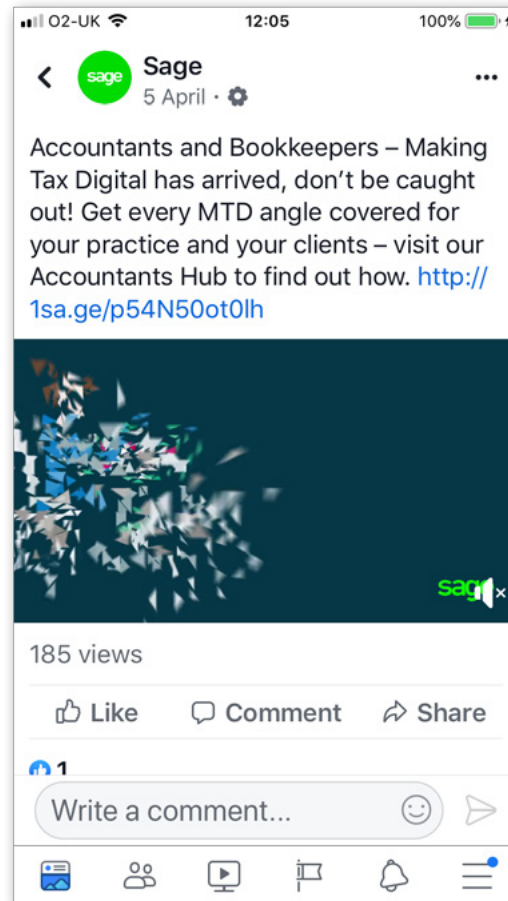
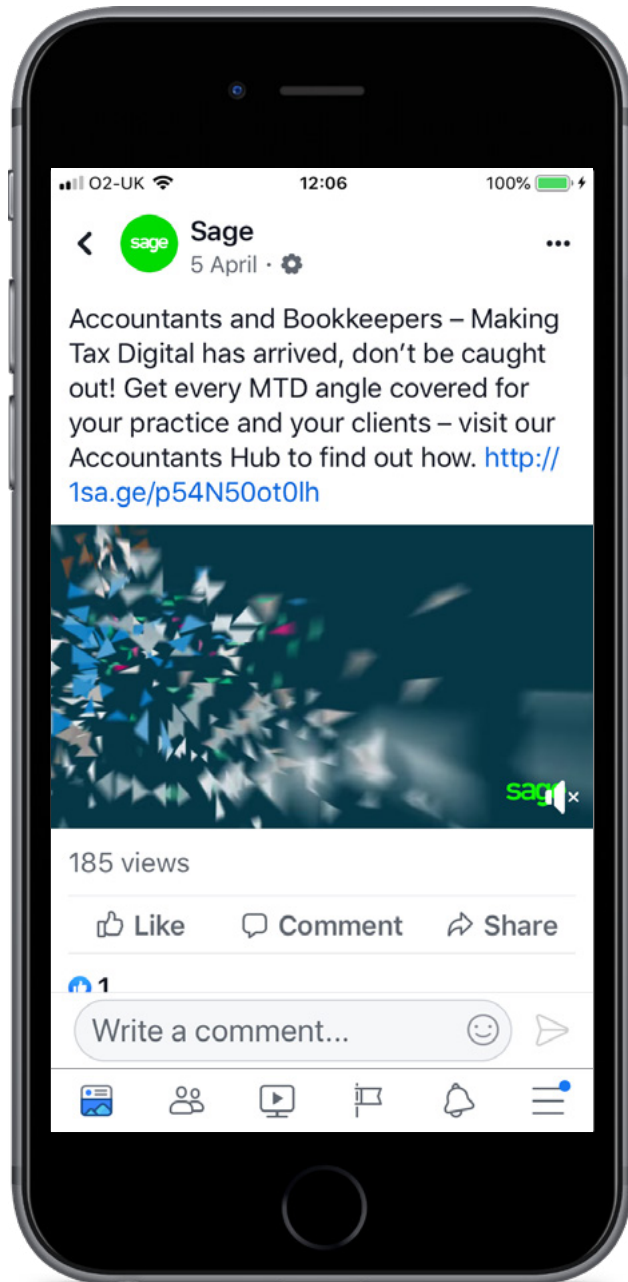


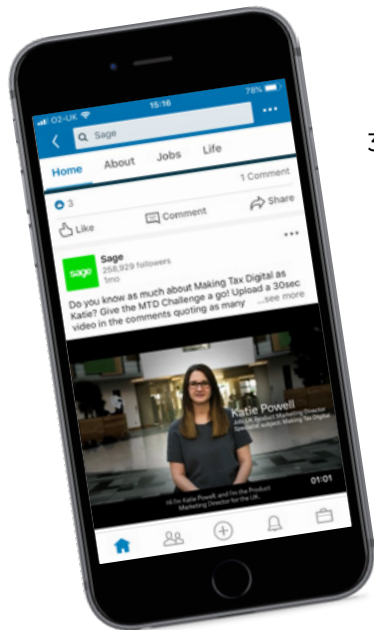




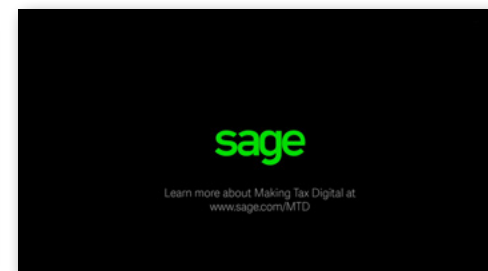
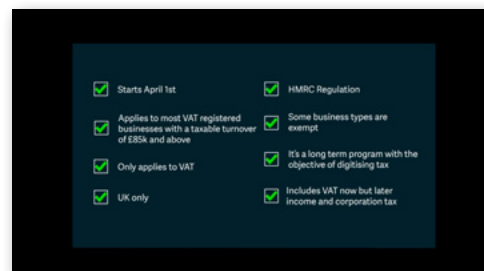
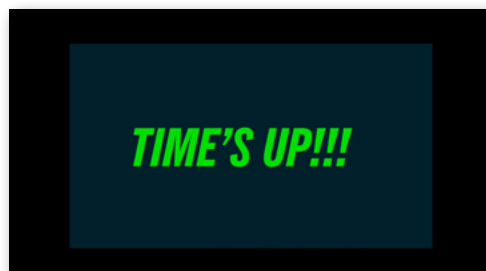
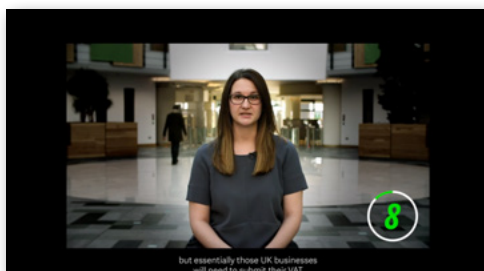
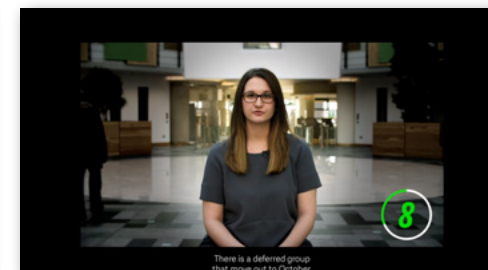
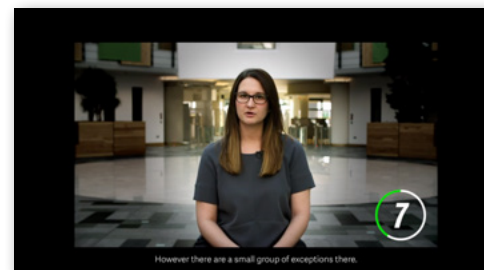
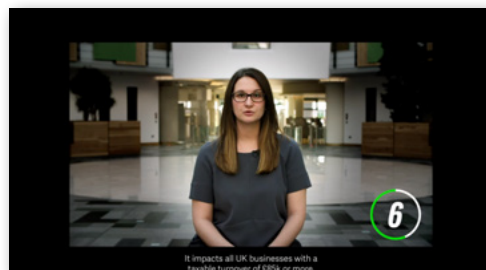
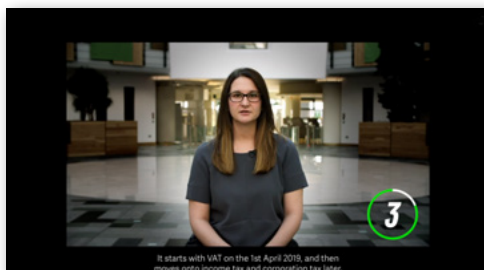
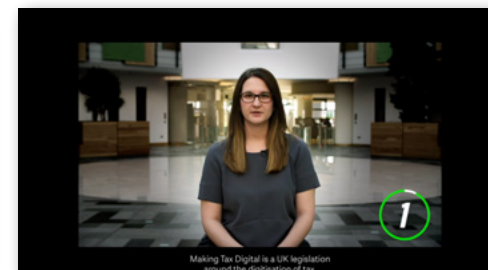
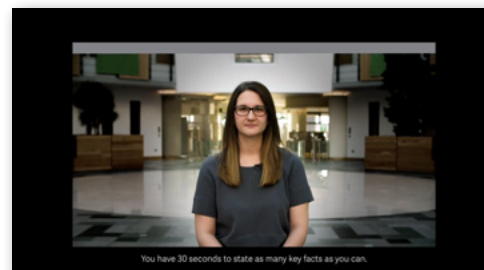






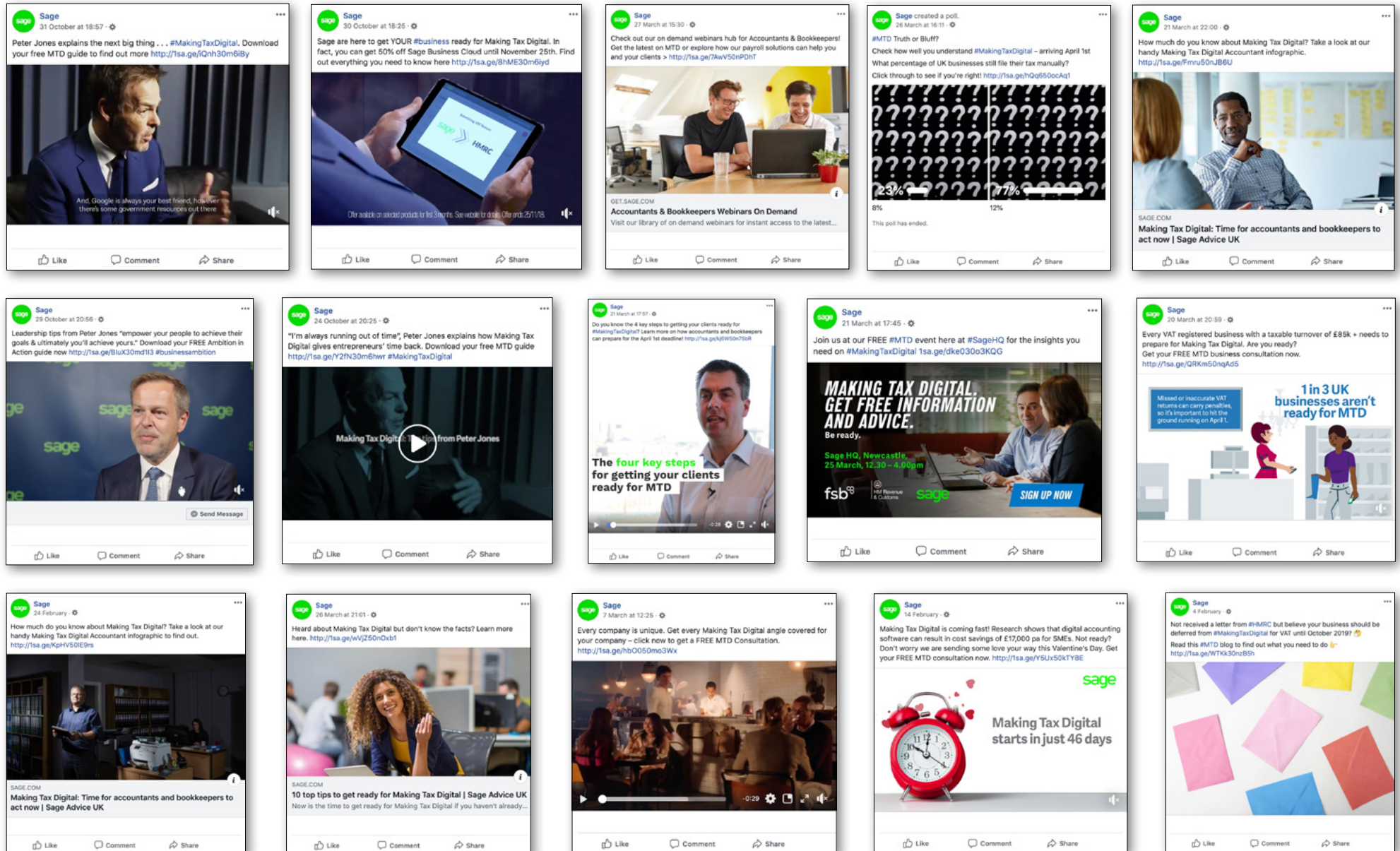


## 30 Second Challenge

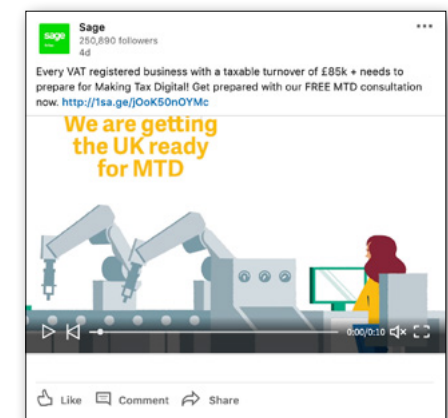
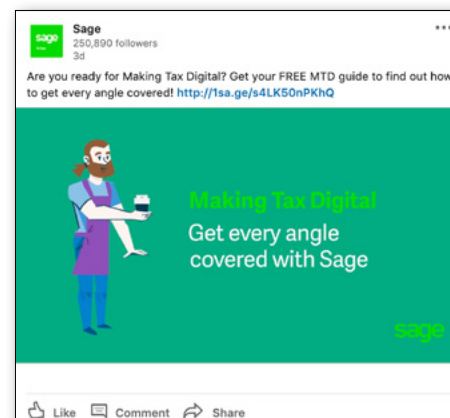
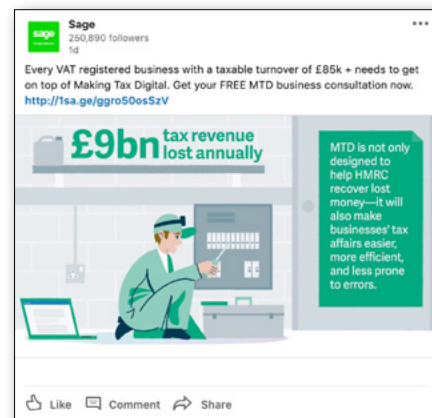
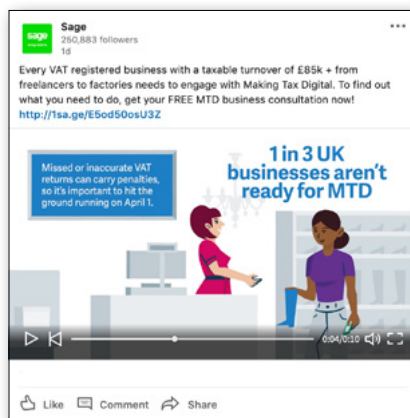
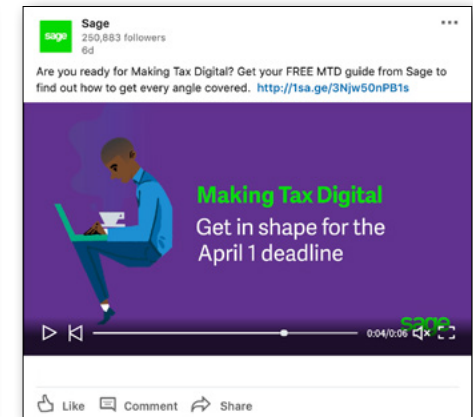
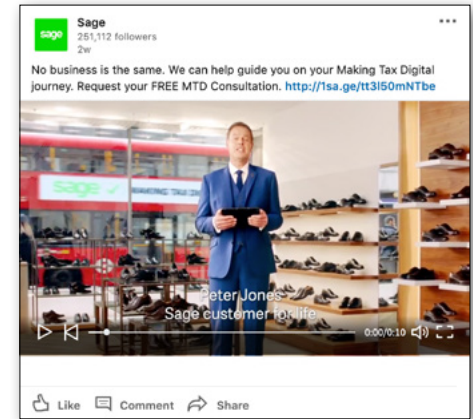
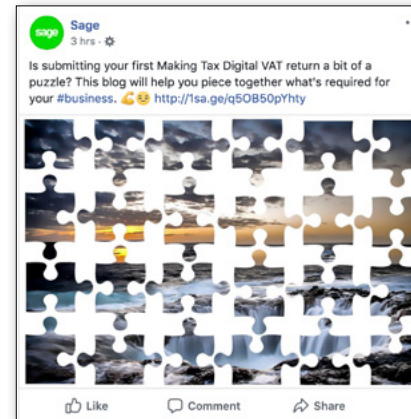
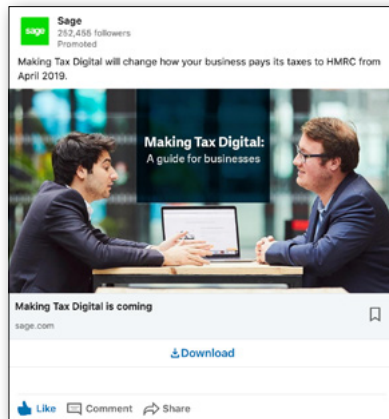




## Extensive use of Social Media



## Extensive use of Social Media



Thank you

