

# BtoB

THE MAGAZINE FOR MARKETING STRATEGISTS

APRIL 12, 2010

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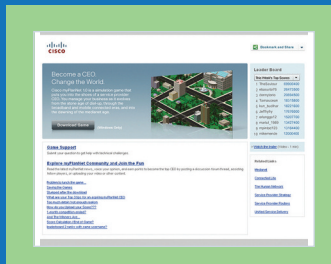
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**WINNER**

**Integrated (Tech)**

**Cisco**



**Program:** Cisco myPlanNet Game

**Developers:** Somnio, Phame Factory, Radioactive Labs, Cisco

**Why we chose it:** The excitement about virtual worlds has died down considerably from a couple of years ago, but Cisco

Systems has remained one of the technology's most visible supporters. With myPlanNet, the company demonstrates that simulations/virtual world games can not only be educational and fun but also relevant to business customers. Cisco showed considerable innovation in choosing this platform to reach a new generation of IT professionals who have grown up with joysticks in their hands. The idea of applying a simulation format to a story that is relevant to its audience's careers is ingenious. By watching players' activities and comments, the company will learn much about what engages these young professionals and how they will adapt principles like game-playing and simulation to their learning process. From an integrated campaign perspective, this project combined an impressive array of social destinations, including a Facebook page that drew more than 55,000 fans. Cisco has been a stand-out among b-to-b companies in building a major presence on Facebook, adopting video in nearly all dimensions of its marketing programs and applying Twitter strategically within its product and brand campaigns. Cisco brings these tools together with myPlanNet and the results—in the form of more than 35,000 downloads and extensive media attention—attest to the success of this remarkable b-to-b experiment. Cisco would have won points for innovation alone, but the results attest to the considerable business value of thinking outside the b-to-b box.