Company: SAP, Walldorf, Germany
Nomination Submitted by: SCHERMER
Company Description: As a global leader in enterprise applications and business AI, SAP stands at the nexus of business and technology. For over 50 years, organizations have trusted SAP to bring out their best by uniting business-critical operations spanning finance, procurement, HR, supply chain, and customer experience.
Nomination Category: Marketing Campaign Categories - Industry
Nomination Sub Category: Marketing Campaign of the Year - Software
Nomination Title: SAP: The Extended Event Experience

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

   March 06, 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

   Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

   Total 191 words used.

   SAP has long delivered product launches and announcements through virtual events called "Moments." While these events generated strong day-of attendance, they lacked continuity. There was no structured journey for customers and prospects to continue exploring SAP's value after the event—particularly those who weren't ready to engage with sales.

   Recognizing this gap, SAP established the Launch & Moments Marketing (LMM) team in 2023 to fundamentally change the way Moments are executed. The goal was to shift SAP's approach from one-day virtual activations to multi-phase, audience-centric experiences that deliver measurable business impact.

   This transformation aimed to solve three key problems:

   1. Lack of a consistent marketing framework to support Moments across SAP's 22 internal workstreams.

   2. Missed opportunities to engage new and under-informed audiences—particularly in the mid-market.

   3. An internal model focused more on event execution than on long-term audience engagement.

   SAP partnered with our agency to design and implement a new Moment experience framework. This included the development of audience-centric messaging, cross-channel strategy, and a structure for pre-, during-, and post-event engagement. The objective was clear: transform Moments into strategic marketing programs that increase brand visibility, deepen relationships, and grow pipeline.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

   Total 230 words used.

   The campaign began with a deep diagnostic of how SAP Moments had historically been planned and executed. Key stakeholders across SAP's marketing ecosystem confirmed that while day-of attendance was strong, Moments lacked both cross-functional alignment and ongoing engagement post-event.

   To address this, SAP and our agency co-developed a repeatable Moment framework with the LMM team. This included:

   · A strategic connections model to align messaging, content, and channels around the audience journey.

   · Moment playbooks and planning guides that standardized how SAP's 22 workstreams would contribute to each Moment.

   · A clear structure for Pre-Event (education and anticipation), During-Event (interactive delivery), and Post-Event (nurture and conversion) engagement.

   The creative direction for each Moment was designed to reflect SAP's innovation and accessibility. Key messages were adapted by audience segment (on-premise customers, cloud users, mid-market), with a strong focus on business value rather than technical complexity. Media tactics included email, paid and organic social, on-site digital, thought leadership, webinars, and virtual events.

   A robust campaign calendar supported each Moment to ensure global teams had enough lead time to plan and activate in alignment. The Moment experience framework was first applied to high-priority launches like "Data Unleashed" (analytics) and "Rise into the Future" (ERP)—each becoming a pilot for testing, refining, and scaling the model.

   This development process ensured every Moment would provide value to prospects at every stage—not just at the launch itself.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

   Total 209 words used.

   Since 2023, SAP's Moments transformation has delivered measurable results in engagement, brand visibility, and business impact.

   SAP applied the new framework to more than a dozen key product and solution Launch Moments, including "Data Unleashed" (analytics), "Rise into the Future" (ERP), and most recently in 2025 "Business Unleashed" (Suite-wide positioning). Each launch followed a three-phase structure:

   · Pre-Event: Awareness and education campaigns via email, social, paid media, and tailored landing pages.

   · During Event: Targeted virtual sessions, customer stories, and demo content.

   · Post-Event: A "soft landing" with on-demand resources and tailored nurture content.

   Key results across Moments since March 06, 2024 include:

   · 63% YoY increase in prospective customer attendance, broadening reach among mid-market and new audiences.

   · 133% YoY growth in post-event content views, proving sustained engagement beyond the event.

   · 39% content asset consumption rate, nearly triple the SAP.com benchmark of 13.5%.

   · 61% YoY growth in free trial registrations, accelerating customer conversions.

   Beyond performance metrics, the Moment framework has been formally adopted across SAP's Integrated Marketing team and is now the default for all Moments going forward.

   SAP's shift from one-day events to lasting customer experiences has become a model for how B2B enterprise marketing can build trust, drive conversions, and scale globally.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 244 words used.

   We are providing a curated set of materials to demonstrate the impact and scalability of SAP's Moment transformation, all available via the supporting files and links attached to this submission.

   Key Supporting Materials Include:

   1. SAP Moment Playbooks and Planning Templates
   These show the repeatable framework developed for SAP's Moments, outlining how key workstreams contribute to aligned messaging and activation.

   2. "Data Unleashed" Moment Campaign Summary & Assets
   These assets show how the Moment framework was applied across multiple business units and topics—proving the approach works across SAP's portfolio.

   3. "Rise into the Future" Moment Campaign Summary & Assets
   This package includes event landing page screenshots, promotional content, strategic playbook elements, and campaign results—demonstrating how the Moment engaged new audiences and drove pipeline acceleration.

   4. Award-Winning Case Studies (Stevie US Entries)
   Previously submitted award write ups that outlines the strategy, execution, and success metrics in detail—aligned with recognized industry award standards.
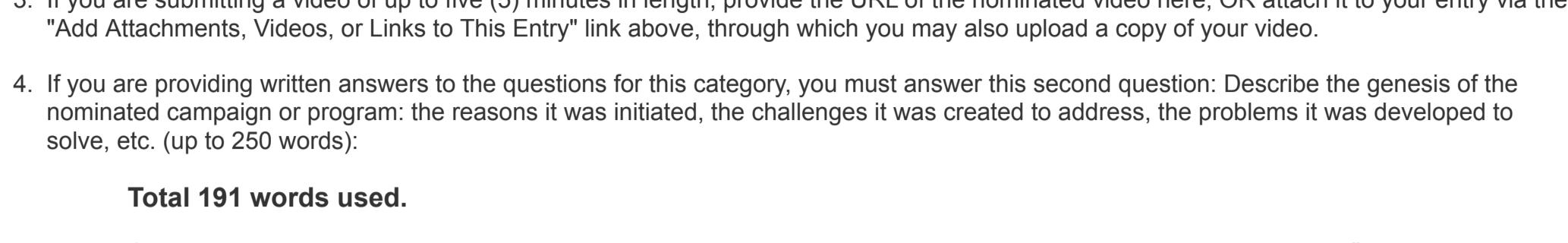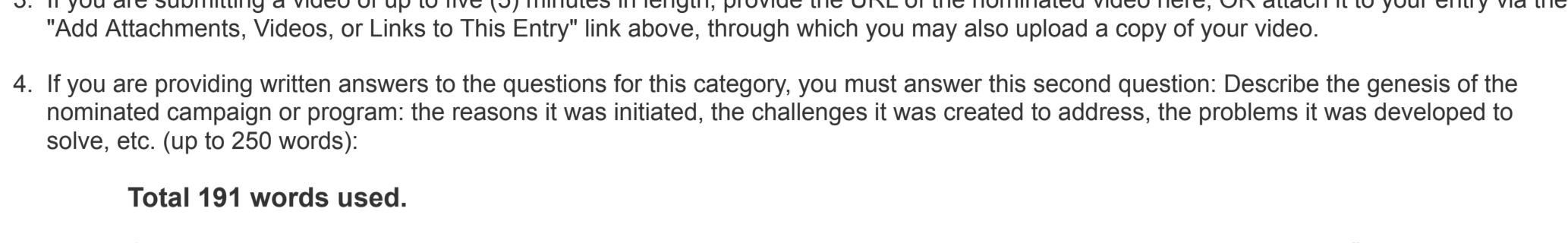
   a. Stevie US: Marketing Team of the Year Written Entry (Winner = GOLD)

   b. Stevie US: Brand Experience Written Entry (Winner = Silver)

   5. Moment's Performance Results Dashboard
   Key success metrics that summarize the YoY increases in audience reach, conversions, asset engagement, and sales opportunities for the 'Data Unleashed' and 'Rise into the Future' Moments.

   Together, these materials demonstrate not only the success of individual Moment campaigns, but also the holistic and lasting impact of SAP's Moment transformation. They provide tangible proof of SAP's evolution into a modern, scalable, and audience-centric marketing organization.

Attachments/Videos/Links:

SAP: The Extended Event Experience

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