IBM "The Face Behind the Code" Developer campaign **case study**

PROJECT

Work with the IBM corporate advertising team to develop a campaign mini site to target enterprise-level developers. The concept highlights those that work behind the scenes — the unsung heroes of IBM.

MY ROLE

- · Gather user testing and interview material
- · Work with stakeholders on the IBM corporate advertising team
- · Work with advertising agency that developed the initial concept
- · Create user journey
- · Develop responsive wireframes
- · Evolve original concept into IBM brand standards
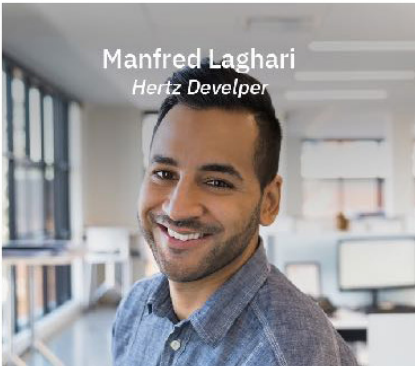- ·

Meet the Face Behind the Code

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Joshua McKensie
AeroBus Engineer
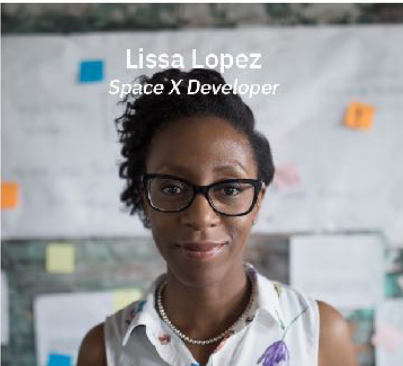
Lissa Lopez
Space X Developer
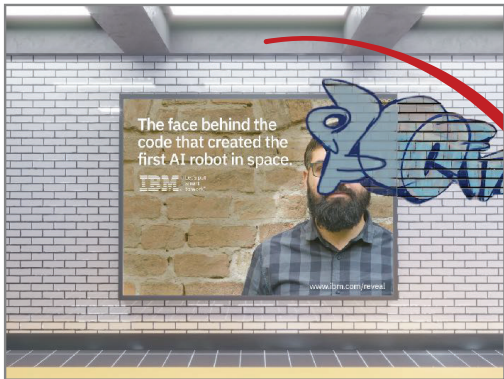
Manfred Laghari
Hertz Develper

CAMPAIGN CONCEPT

Enterprise developers are the problem solvers behind some of the industries' biggest challenges. This campaign highlights those behind the scenes, providing a platform to share first-hand stories of the edgiest IBM related projects being worked on.
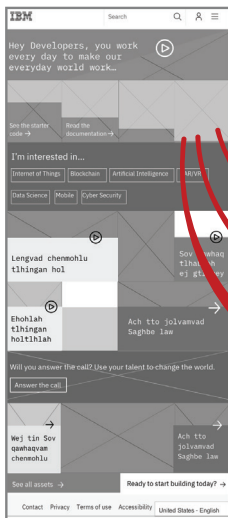
USER JOURNEY

Create an asset-based map to guide users to the ultimate IBM page destination.

Advertising in market
(created by ad agency)
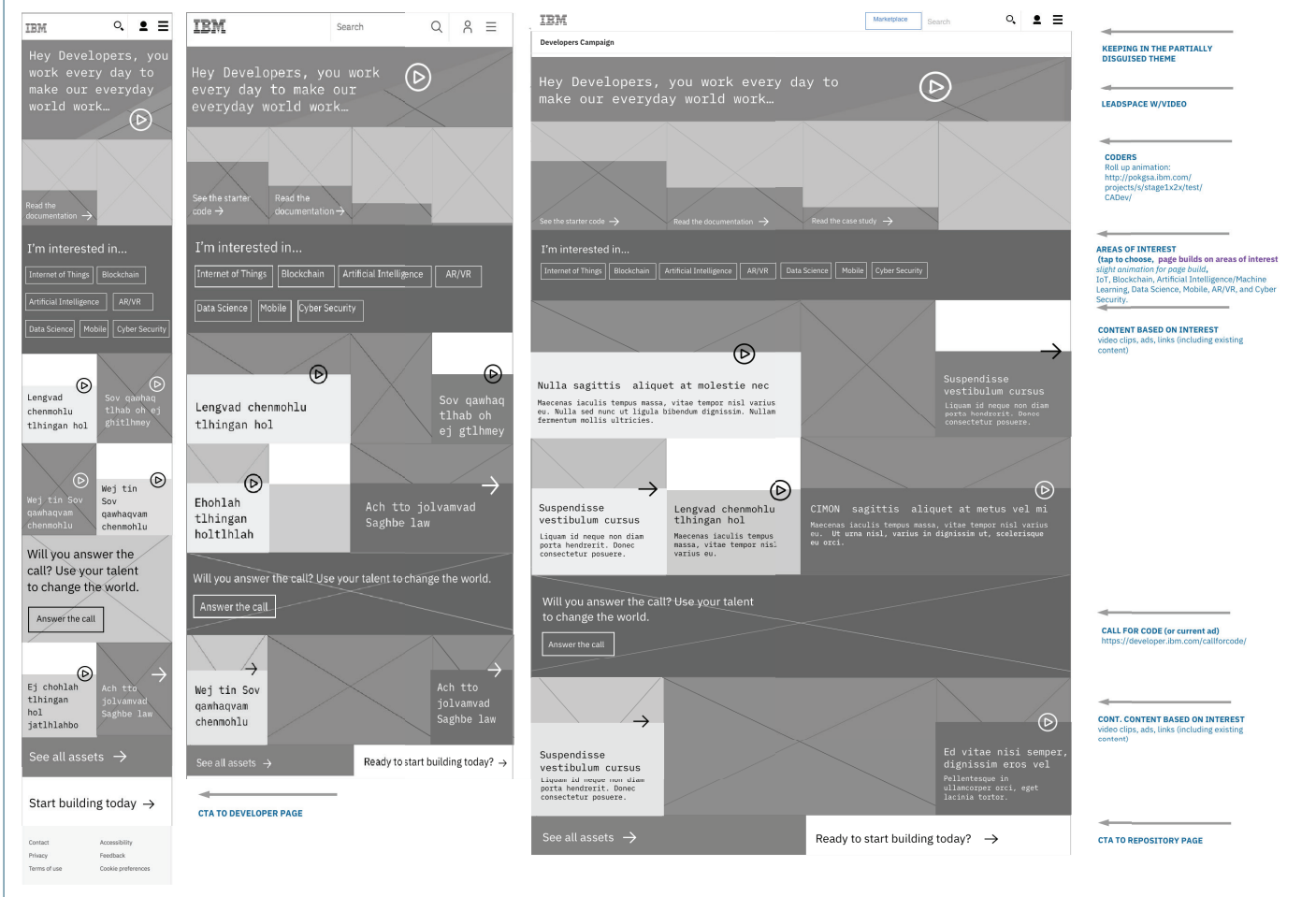
Developer Campaign minisite
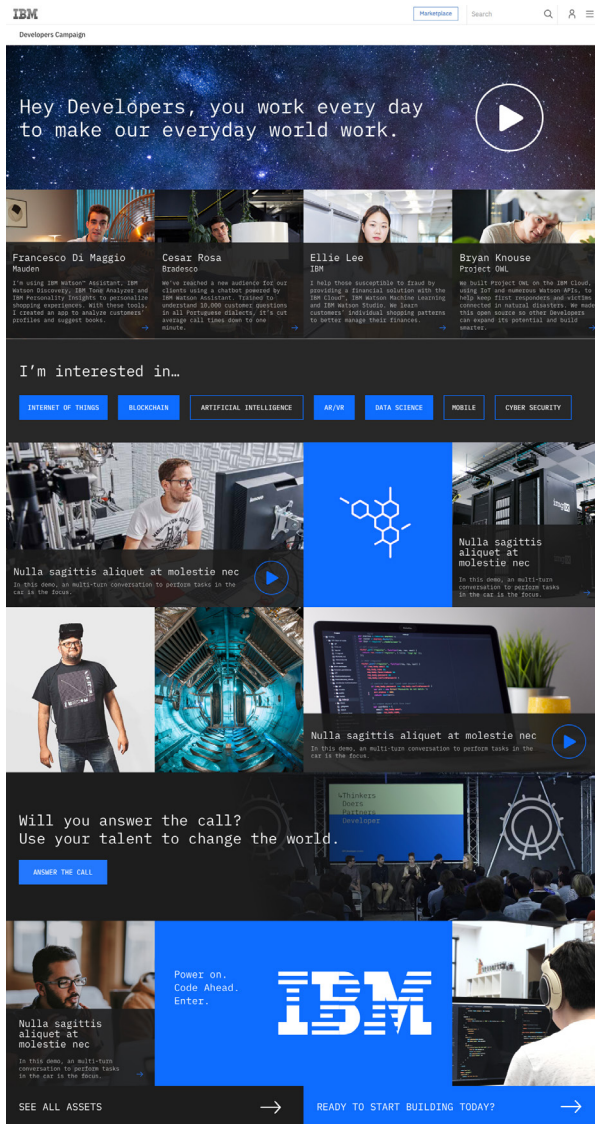(scope of my role)

CTA destinations and IBM Journey

The face behind the code that created the first AI robot in space.

www.ibm.com/reveal

IBM Blockchain

Listen, Learn, Loop
IBM Developer

IBM Security

IBM Cloud

IBM Watson

WIREFRAMES

Use Sketch to help illustrate the progress of the design from start to finish.

KEEPING IN THE PARTIALLY DISGUISED THEME

LEADSPACE W/VIDEO

CODERS
Roll up animation:
http://pokgsa.ibm.com/
projects/s/stage1x2x/test/
CADev/

AREAS OF INTEREST
(tap to choose, page builds on areas of interest
slight animation for page build,
IoT, Blockchain, Artificial Intelligence/Machine
Learning, Data Science, Mobile, AR/VR, and Cyber
Security.

CONTENT BASED ON INTEREST
video clips, ads, links (including existing
content)

CALL FOR CODE (or current ad)
https://developer.ibm.com/callforcode/

CONT. CONTENT BASED ON INTEREST
video clips, ads, links (including existing
content)

CTA TO REPOSITORY PAGE

CTA TO DEVELOPER PAGE

Digital launch IBM developer campaign

2018

Community building and participation

2019

Build movement by highlighting the work of enterprise developers on billboards in strategic locations around developer conferences and tech-cities.

OUTCOME

The full campaign experience reveals the developers behind the code and celebrates them. Featured stories help users get to know the developers on a more personal level and contains full details of the projects they worked on with the help of IBM. Additional content includes starter code, documentation and project case studies.