

Cisco's "Video in Cloud" Campaign (CES 2015)



Client: **Cisco**
Product: **Skywriting, Boost**
About: **Cisco**

AIRSIGN

We Specialize in Skies

Cisco Systems, Inc. is a multinational technology company that designs, manufactures, and sells networking equipment. The company delivers solutions, not just technology, through their innovative strategy of "build, buy, partner, and integrate." To accomplish this, Cisco is determined to change and accelerate more quickly than the market in order to help customers embrace the changes and opportunities that come from market disruptions.



Goal

Las Vegas is full of visual stimuli and demands innovation and creativity to attract the attention and interest of its guests. Each year, tens of thousands of product announcements are introduced at the Consumer Electronics Show (CES), the largest tradeshow of the Americas. With so many product launches occurring over the span of several days, Cisco was determined to find a way for their “Video In Cloud” product announcement to rise above the completion, leaving a lasting impression on CES attendees and all of Las Vegas.

Execution

Cisco found its solution when their vice president of marketing heard firsthand about “Pi in the Sky,” a hugely successful digital skywriting and social media production over the SXSW Conference in Austin, TX. After thorough research, Cisco determined AirSign was the best choice to design and deliver an out of the box, spectacular skywriting production.

Expertly coordinated with Cisco’s President, John Chambers’ big announcement, five synchronized planes arrived in formation and began superimposing the messages of #VIDEOINCLOUD across the Las Vegas skyline. This amplification of Cisco’s product launch literally catapulted “Video in Cloud” onto the center stage of CES, above all congestion, clutter, and competition.

Becoming the talk of the town, this unprecedented production left a lasting impression. From the sighting of the first letter “magically” appearing in the sky to the pictures, videos, and social media updates that followed, Cisco’s message took flight like no other.

Results

With the reach of digital skywriting spanning over 15 miles, Cisco’s message cascaded far beyond the conference and was amplified by numerous bloggers, reporters, radio, and television stations. Crowds all over Las Vegas were seen with their phone pointed to the skies taking pictures and recording this extraordinary event and sharing it through every form of social media available – reaching countless countries and markets outside the United States.

A vice president of Cisco’s marketing team was thrilled to work with AirSign and referred to AirSign’s digital skywriting as being just as innovative and transformational at delivering a message as Cisco is at delivering technology.

“It’s a novel way to get people’s attention when you need it most.”

- Doug Webster, Cisco VP, Service Provider Marketing