IDC Thought Leadership Practice Case Study
Data Age 2025: Seagate

Brand Repositioning & Awareness Campaign

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What was the Challenge?

- Seagate wanted to transform its brand perceptions in the market by increasing media buzz and redefining its dialogue with customers and Wall Street by positioning itself from a hard-disk drive vendor to a thought leader that enables customers to access data more effectively.
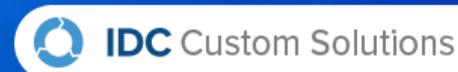
What was the Solution?

- Seagate enhanced its brand & thought leadership profile by linking the size and growth of worldwide data to a dialogue about the future of storage.
- IDC researched and analyzed Worldwide forecast of digital data that is created and Worldwide forecast of storage demand by number of dimensions
- A Data Age 2025 Signature White Paper
- A Data Age 2025 Infographic
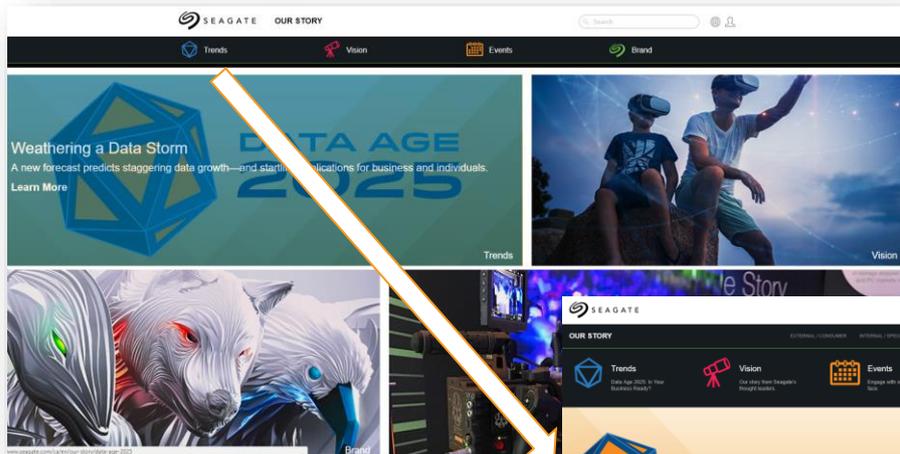- Guest Analyst Blog Entries
- An analyst video

What were the Measurable Results (see following slides for more metrics)

- Seagate was able to:
- 43,000 downloads of white paper, 122,200 impressions on LinkedIn.
- Instill presence, and re-position their brand as a result
- Increase Market Awareness & Re-define client dialogue via a comprehensive campaign
- Worldwide press and outreach exceeded expectations for paper and infographic deliverable
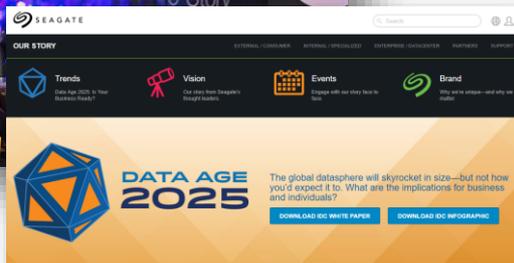
Seagate Data Age 2025 – Spring 2017 Launch

Click here: Seagate Story

Foundation Assets

Click here: Trends

Click here: White Paper

Click here: Infographic

Data Age 2025 – Results

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Press Coverage

The Data Age 2025 effort continues to earn positive press coverage across the globe. To date we've achieved **595 articles with readership of more than 4.5 billion**. The increase was largely driven by China's successful regional launch of the study - starting with a press event attended by 46 journalists. Photos and more details of the event are included in the attached presentation. Around the globe we continue to conduct top-tier interviews with key spokespeople and expect more great coverage to hit in the coming weeks.

Downloads

- Over **43,000 downloads of the white paper have been tracked in 2 months - 41,000 via direct pdf download and 2,000 from the microsite link!** The Data Age 2025 microsite has **received good traffic to date surpassing 16,000 pageviews** and time on page with an average of 2 minutes and 43 seconds spent per visitor.

Social

- Across the web the study has sparked **893 conversations from twitter, news sources, blogs, forums, etc**. The tone of these conversations is 28% positive, 70% neutral and 2% negative.
- In Seagate's owned social channels we've launched 27 posts. Highlights include reach of **40,475 people on Facebook, 26,342 impressions on Twitter and 122,200 impressions on LinkedIn**. The posts generated 194 clicks to the blog and microsite.
- **Paid social and media has driven 13,893 pageviews to the Data Age microsite** at an average time-on-site of over 2 minutes. Last week, we launched targeted Facebook Canvas ads, which are a full-screen, interactive IDC experience within Facebook mobile.

Event

- Highlights forthcoming of the Data Age 2025 US panel event that took place in San Francisco...

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Data Age 2025 – Some Big Hit Highlights

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In a US exclusive with Barron's, a leading investment publication, Seagate CEO Steve Luczo was interviewed by veteran tech columnist Tiernan Ray. In the favorable piece Ray says, "The report's standout prediction is that the world in 2025 will "create and replicate" 163 zettabytes of data, or a trillion gigabytes, which is ten times as much as was made last year. That would require 16 billion hard drives of 12 terabytes apiece in capacity to store." In the fascinating article about the future of data Luczo went on to say, "I think at the highest level, to me what is the most important thing, and it's not explicitly said, is that the characterization of human needs for storage up until this report have been artificially constrained by thinking of it through the lens of here's how technology is being used at this moment."

In Germany, Wirtschaftswoche, a weekly business news magazine, wrote "In ten years' time, the majority of data will not be created by consumers as before but by companies – the catchword is Internet of Things."

News includes coverage from Sebastien Dumoulin of Les Echos, a French daily financial newspaper. Dumoulin, who interviewed Seagate spokesperson Jeff Fochtman last week as part of a French exclusive of the white paper, covered the news favorably. He quoted Fochtman multiple times including, "For Seagate, this is an enormous opportunity," says Jeff Fochtman. "Of course, this implies changes in our offer and in the way that we market it. We will sell less storage for personal PCs, and more to businesses."

Sergey Karasev from Forbes Russia also covered the announcement stating "Due to these trends, Seagate recommends corporation leaders to focus on gathering much smaller amounts [of data] that's more valuable for business."

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