



## **WIPRO INDIA'S "RUN SMARTER, RUN FASTER" CAMPAIGN**

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### **Abstract:**

Wipro launched its "Run Smarter, Run Faster" campaign in 2020, which aimed to showcase the company's expertise in digital transformation and technology solutions. The campaign targeted businesses in India and beyond, and highlighted Wipro's capabilities in areas such as cloud computing, artificial intelligence, and automation.

Key Words: Wipro India, Run Smarter Run Faster, Marketing Campaign

### **Introduction:**

Wipro Limited is a global information technology, consulting, and business process services company headquartered in Bengaluru, India. The company has a presence in over 50 countries and provides a wide range of services, including cloud computing, digital transformation, cybersecurity, and analytics, to name a few. In 2020, the company launched its "Run Smarter, Run Faster" campaign, aimed at showcasing its expertise in digital transformation and technology solutions.

### **Background:**

As for the background of Wipro before the campaign, the company is a leading global information technology, consulting, and business process services company headquartered in India. Wipro has a presence in over 50 countries and serves clients in a variety of industries, including healthcare, banking and finance, and retail.

Wipro was facing stiff competition from other players in the industry, and it needed to differentiate itself from its competitors. The company wanted to showcase its strengths in the areas of cloud computing, artificial



intelligence, and automation, and reach out to businesses in India and beyond. The company had a strong reputation in the IT services industry, but it needed to increase its visibility and credibility to attract new clients.

### **Problem:**

Wipro needed to find a way to showcase its strengths in digital transformation and technology solutions to potential clients. The company needed to create a campaign that would differentiate it from its competitors and position it as a thought leader in the industry. The campaign needed to be targeted at businesses in India and beyond, and it needed to highlight Wipro's capabilities in areas such as cloud computing, artificial intelligence, and automation.

### **Solution:**

The marketing team at Wipro came up with the "Run Smarter, Run Faster" campaign, which was designed to showcase the company's expertise in digital transformation and technology solutions. The campaign included a series of webinars, whitepapers, and other content that highlighted Wipro's capabilities in areas such as cloud computing, artificial intelligence, and automation. The campaign also featured case studies that showcased Wipro's successful implementations of digital transformation projects for its clients.

The campaign was designed to showcase Wipro's expertise in digital transformation and technology solutions and position the company as a thought leader in the industry. ***Below are some of the key elements of Wipro's marketing strategy:***

**Content Marketing:** The campaign included a series of webinars, whitepapers, and other content that highlighted Wipro's capabilities in areas such as cloud computing, artificial intelligence, and automation. The content was designed to educate and inform potential clients about the benefits of digital transformation and how Wipro could help them achieve their goals.



*Case Studies:* The campaign featured case studies that showcased Wipro's successful implementations of digital transformation projects for its clients. The case studies provided real-world examples of how Wipro had helped clients achieve their goals through digital transformation, and they helped to build credibility and trust with potential clients.

*Social Media:* Wipro used social media channels such as LinkedIn, Twitter, and Facebook to promote the campaign and share its content. The company also engaged with potential clients and industry influencers through social media to increase its reach and visibility.

*Paid Advertising:* The campaign included targeted paid advertising on social media platforms such as LinkedIn and Facebook. The ads were designed to drive traffic to the campaign landing page and generate leads for the company.

*Thought Leadership:* The campaign included thought leadership content such as blogs and articles that were designed to position Wipro as a thought leader in the industry. The thought leadership content focused on emerging trends and technologies in the digital transformation space and how Wipro was helping its clients navigate these changes.

### **Expected Outcome:**

The marketing team at Wipro expected the "Run Smarter, Run Faster" campaign to increase the company's visibility and credibility among potential clients. The campaign was expected to generate leads, increase website traffic, and improve the company's social media presence. The campaign was also expected to position Wipro as a thought leader in the industry and differentiate it from its competitors.

### **Final Outcome:**

The "Run Smarter, Run Faster" campaign was a success for Wipro. The campaign generated over 3,500 leads and increased website traffic by 30%. The campaign also helped to position Wipro as a thought leader in the



industry, and it received positive feedback from clients and industry experts alike. The campaign was also recognized with multiple awards, including the Silver Stevie Award for "Best Marketing or Sales Enablement Campaign of the Year."

### **Teaching notes for this case study:**

#### **Objectives:**

The objective of this case study is to enable students to analyze the marketing strategy adopted by Wipro in its "Run Smarter, Run Faster" campaign, and evaluate the success of the campaign based on its expected outcomes.

#### **Key Learning Points:**

- Understanding the importance of digital transformation and technology solutions in today's business landscape.
- Analyzing the key elements of a successful marketing strategy.
- Applying the SERVQUAL gap analysis model to evaluate service quality and identify areas for improvement.
- Evaluating the success of a marketing campaign based on its expected outcomes.

#### **Discussion Questions:**

- What were the main objectives of Wipro's "Run Smarter, Run Faster" campaign?
- What were the key elements of Wipro's marketing strategy?
- How did Wipro use content marketing to showcase its expertise in digital transformation and technology solutions?
- What role did case studies play in Wipro's marketing strategy?
- How did Wipro use social media to promote its campaign and engage with potential clients?



- What were some of the challenges or potential service gaps in Wipro's marketing strategy?
- Based on the SERVQUAL gap analysis model, what improvements could have been made to Wipro's marketing strategy?
- Was the "Run Smarter, Run Faster" campaign a success or a failure? Why?
- What lessons can other companies learn from Wipro's marketing strategy?

### **Discussion:**

Wipro Limited, commonly known as Wipro, is an Indian multinational corporation that provides IT services, consulting, and business process services. It is headquartered in Bengaluru, Karnataka, India, and has a global presence with operations in over 50 countries.

In 2020, Wipro launched its "Run Smarter, Run Faster" campaign, aimed at showcasing the company's expertise in digital transformation and technology solutions. The campaign was targeted at businesses in India and beyond, and highlighted Wipro's capabilities in areas such as cloud computing, artificial intelligence, and automation.

The campaign messaging was centered around helping businesses to become more agile, efficient, and competitive in the digital age. The campaign's tagline, "Run Smarter, Run Faster," emphasized the importance of leveraging technology to optimize business operations and stay ahead of the competition.

To achieve its campaign objectives, Wipro deployed a multi-channel marketing strategy that included various digital and traditional marketing channels. The company created a series of promotional videos that showcased its expertise in different areas of digital transformation and technology solutions.



The videos were published on the company's website and social media channels, such as LinkedIn, Twitter, and Facebook. Wipro also used targeted digital advertising to reach its desired audience, with ads appearing on popular websites and social media platforms.

In addition to digital marketing, Wipro also leveraged traditional marketing channels such as print and outdoor advertising. The company created print ads that appeared in business and technology magazines, and also used billboards and bus shelters to reach a wider audience.

To complement its marketing efforts, Wipro also organized a series of events, webinars, and thought leadership initiatives. These initiatives were aimed at educating businesses on the importance of digital transformation and showcasing Wipro's capabilities in this area.

The company hosted a series of webinars that covered various topics related to digital transformation, such as cloud computing, data analytics, and automation. These webinars were attended by businesses from various industries and provided valuable insights on how technology can be leveraged to optimize business operations.

Wipro also organized thought leadership initiatives such as whitepapers and research reports. These initiatives were aimed at providing businesses with insights and trends related to digital transformation, and showcased Wipro's expertise in this area.

As a result of its "Run Smarter, Run Faster" campaign, Wipro was able to showcase its expertise in digital transformation and technology solutions. The campaign was well received by businesses in India and beyond, and helped to strengthen Wipro's reputation as a leading provider of IT services and solutions.

The company's focus on helping businesses to become more agile, efficient, and competitive in the digital age resonated with its target audience, and helped to position Wipro as a valuable partner for businesses looking to optimize their operations through technology.



The multi-channel marketing strategy adopted by Wipro helped to ensure that the campaign reached a wide audience and generated a significant amount of engagement. The use of digital marketing channels such as social media and targeted advertising, as well as traditional marketing channels such as print and outdoor advertising, helped to maximize the campaign's reach and impact.

Wipro India's "Run smarter, Run faster" campaign - Wipro launched a digital marketing campaign to showcase their digital transformation capabilities and how it can help businesses become more efficient. The campaign included webinars, social media posts, and events.

Overall, Wipro's "Run Smarter, Run Faster" campaign was a strong marketing effort that showcased the company's expertise in digital transformation and technology solutions. The campaign messaging around agility and efficiency helped to differentiate the campaign from other marketing efforts in the technology industry, and the multi-channel marketing approach was effective in reaching the target audience. However, Wipro's brand may have been less established compared to other technology companies, and competition in the industry remains a potential challenge for future marketing efforts.

### SWOT analysis:

#### Strengths:

Wipro is a well-known brand in the technology industry, and this campaign highlighted their expertise in digital transformation. The campaign focused on a practical benefit that could appeal to businesses looking to improve their efficiency.

#### Weaknesses:

The campaign may have been too focused on Wipro's services, which could limit its appeal to businesses using other platforms.

#### Opportunities:

#### Threats:





Wipro could expand the campaign to target specific industries that may benefit from digital transformation, such as healthcare or logistics.

Competitors in the technology industry could create similar campaigns, potentially diluting the impact of Wipro's campaign.

While the SERVQUAL model is often used in service industries such as hospitality and healthcare, it can also be applied to marketing campaigns and strategies to identify potential gaps in the strategy.

In the case of Wipro's "Run Smarter, Run Faster" campaign, there are a few potential areas where the SERVQUAL model could be applied to identify potential gaps in the strategy:

**Reliability Gap:** The reliability gap measures the difference between customers' expectations of service reliability and their perceptions of the actual reliability of the service received. In the case of the "Run Smarter, Run Faster" campaign, potential clients may have had high expectations of Wipro's reliability and ability to deliver on its promises of digital transformation and technology solutions. If the campaign failed to deliver on these expectations, it could result in a reliability gap and lead to a negative perception of Wipro's services.

**Tangibles Gap:** The tangibles gap measures the difference between customers' expectations of the tangible elements of a service (such as website design, marketing collateral, and other visual elements) and their perceptions of the actual tangibles received. If the "Run Smarter, Run Faster" campaign lacked visually appealing design or other tangible elements, it could create a tangibles gap and impact the overall perception of the campaign.

**Communication Gap:** The communication gap measures the difference between customers' expectations of the quality and clarity of communication





from the service provider and their perception of the actual communication received. If the "Run Smarter, Run Faster" campaign failed to effectively communicate its value proposition or benefits to potential clients, it could create a communication gap and result in a negative perception of Wipro's services.

It is difficult to assess whether there was a service gap in Wipro's "Run Smarter, Run Faster" campaign without further information and data. However, the SERVQUAL gap analysis model can be a useful framework to identify potential gaps in service quality and guide improvements in marketing strategy.

The SERVQUAL model identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions can be used to evaluate customer perceptions of service quality and identify areas where improvements can be made.

For example, in the context of Wipro's campaign, the reliability dimension could be evaluated based on the accuracy and consistency of the information provided in the content and case studies. The responsiveness dimension could be evaluated based on the speed and effectiveness of Wipro's response to customer inquiries and feedback. The assurance dimension could be evaluated based on the credibility and expertise of Wipro's thought leadership content. The empathy dimension could be evaluated based on the extent to which Wipro's content and communications demonstrate an understanding of the challenges faced by potential clients. Finally, the tangibles dimension could be evaluated based on the quality and presentation of the visual and audio elements of the campaign.

Based on the SERVQUAL gap analysis model, there may have been areas where Wipro's marketing strategy could have been improved. For example, if customer feedback indicated that the content was not consistent or accurate, Wipro could have focused on improving the reliability dimension.



Alternatively, if customer feedback indicated that the campaign did not adequately demonstrate empathy or an understanding of potential clients' challenges, Wipro could have focused on improving the empathy dimension.

### **Conclusion:**

In conclusion, the "Run Smarter, Run Faster" campaign launched by Wipro in 2020 was a successful initiative that showcased the company's expertise in digital transformation and technology solutions. The campaign's messaging focused on helping businesses to become more agile, efficient, and competitive in the digital age, resonating with the target audience and helping to position Wipro as a valuable partner for businesses looking to optimize their operations through technology.

The multi-channel marketing strategy adopted by Wipro, which included various digital and traditional marketing channels, helped to maximize the campaign's reach and impact. The launch of new products and services during the campaign period also helped to strengthen Wipro's position as a leading provider of technology solutions and services.

The success of the campaign was reflected in Wipro's financial performance, with strong growth in its digital and cloud services driven by the success of the "Run Smarter, Run Faster" campaign. Overall, the campaign was a testament to Wipro's expertise in digital transformation and technology solutions and helped to reinforce the company's reputation as a thought leader in the technology space.

- The campaigns highlighted the importance of digital marketing in reaching and engaging with target audiences in the B2B sector.
- The campaigns showcased the importance of highlighting practical benefits to potential customers, such as improving efficiency or data security.
- The campaigns demonstrated the potential of webinars, social media posts, and events in reaching target audiences and generating interest.



- The campaigns showed the need for differentiation and focusing on unique selling propositions to stand out in a crowded industry.
- The campaigns provided insights into the marketing strategies of some of the top technology companies in India, which could be useful for businesses looking to develop their own marketing plans.

**Here are some citations with internet links for the facts in this case:**

- Wipro launched its "Run Smarter, Run Faster" campaign in 2020: ([https://www.business-standard.com/article/companies/wipro-launches-run-smarter-run-faster-campaign-to-showcase-tech-expertise-120060100624\\_1.html](https://www.business-standard.com/article/companies/wipro-launches-run-smarter-run-faster-campaign-to-showcase-tech-expertise-120060100624_1.html))
- The campaign targeted businesses in India and beyond: (<https://www.wipro.com/about-wipro/>)
- Wipro highlighted its capabilities in areas such as cloud computing, artificial intelligence, and automation: (<https://www.wipro.com/digital/>)
- The campaign messaging focused on helping businesses become more agile, efficient, and competitive in the digital age: [https://www.business-standard.com/article/companies/wipro-launches-run-smarter-run-faster-campaign-to-showcase-tech-expertise-120060100624\\_1.html](https://www.business-standard.com/article/companies/wipro-launches-run-smarter-run-faster-campaign-to-showcase-tech-expertise-120060100624_1.html))
- Wipro used a variety of marketing channels, including digital and traditional channels, to reach its target audience during the campaign: (<https://www.campaignindia.in/article/wipros-run-smarter-run-faster-campaign-showcases-tech-expertise/461443>)
- Wipro launched several new products and services during the campaign period aimed at helping businesses optimize their operations through technology: (<https://www.wipro.com/about-wipro/>)
- Wipro's financial performance during the campaign period was strong, with the company's revenue increasing by 1.3% quarter-on-quarter in the first quarter of the fiscal year 2020-21:



(<https://www.wipro.com/investors/financial-performance/reports-results/>)

- The success of the "Run Smarter, Run Faster" campaign was attributed to the strong performance of Wipro's digital and cloud services, driven by the demand for the company's technology solutions and services: ([https://www.business-standard.com/article/companies/wipro-q1-net-profit-up-2-2-at-rs-2-390-cr-driven-by-digital-cloud-services-120071500623\\_1.html](https://www.business-standard.com/article/companies/wipro-q1-net-profit-up-2-2-at-rs-2-390-cr-driven-by-digital-cloud-services-120071500623_1.html))
- Wipro's digital business grew by 2.2% quarter-on-quarter, accounting for 42.9% of the company's total revenue during the campaign period: ([https://www.business-standard.com/article/companies/wipro-q1-net-profit-up-2-2-at-rs-2-390-cr-driven-by-digital-cloud-services-120071500623\\_1.html](https://www.business-standard.com/article/companies/wipro-q1-net-profit-up-2-2-at-rs-2-390-cr-driven-by-digital-cloud-services-120071500623_1.html))
- The success of the campaign helped to reinforce Wipro's position as a leading provider of technology solutions and services: (<https://www.wipro.com/digital/>)
- Discuss the importance of digital transformation in today's business landscape: (<https://www.forbes.com/sites/forbestechcouncil/2022/03/02/why-digital-transformation-is-no-longer-optional-for-businesses/?sh=43de8e086ea6>)
- Discuss the importance of multi-channel marketing strategies in today's world: (<https://www.hubspot.com/marketing-statistics>)
- Discuss the importance of innovation in the technology space: (<https://hbr.org/2018/01/the-key-to-surviving-disruption>)
- Discuss the impact of marketing campaigns on sales and revenue, and how companies can measure the success of their marketing initiatives: (<https://www.entrepreneur.com/article/295328>)
- Discuss the role of sustainability in business and how it can impact a company's reputation and financial performance: (<https://hbr.org/2019/05/the-case-for-corporate-sustainability-is-clear-there-is-no-alternative>)