

Borland®

Campaign objectives

- Reinvigorate the Borland brand which had become stale and lost its personality
- Create a branding campaign to improve recognition and awareness of the Borland brand
- Re-engage in discussions about Borland products and software solutions with the software development community

Challenge

Borland was a #1 supplier of software development tools in the 80s, including Sidekick and Turbo Pascal, but the brand went through decades of decline after changing focusing from developers in SMEs to enterprises. The company sold off what were perceived to be its best technologies – and lost a large and loyal customer base of developers.

In 2009 Micro Focus plc acquired Borland and sought to regain its position of strength in the software development market, primarily in software development and testing. True were appointed to reinvigorate the Borland brand.

Solution

True discovered and orchestrated the return of a maverick character first created in cartoon form during the early years of Borland's success.

'Frank Borland' was a reclusive programmer who allegedly wrote software while astride his donkey deep in the Santa Cruz mountains. He was created to give the Borland name an American twist, and appeared in early ads and user manuals.

We revealed Frank in all his red-braced glory three months after a teaser campaign. Frank quickly got down to the business of sounding out the development community, engaging in discussions about Borland solutions, and 'campaigning' for more agile, affordable software.

There are few characters quite like Frank in technology marketing – but with his strength as a tweeter, blogger, commentator, forum host and interviewer, perhaps there should be.



'I'm Frank!' teaser video – [click to view](#)



'I'm Frank!' web banner

Borland
A MICRO FOCUS COMPANY

SUCCESSFUL SOFTWARE DELIVERY

There's only one Frank. But who is he?

Frank Borland is a special guy. And we know he's out there somewhere. But so many people are claiming to be Frank, it's tough to decide who's for real. Help us find the genuine Frank – post your sightings and forward this email to anyone who can help.

Is the real Frank on film?

Watch the video

meetfrankborland.com »

community in twitter youtube

MICRO FOCUS

'Who is Frank?' email

Audiences

External

- Senior C' suite – CIO, COO
- Application IT Management
- Application Developers
- QA Managers
- QA Testers
- Project Managers

Internal

- Borland's global sales teams
- The executive board, financial analysts, and shareholders
- All Micro Focus employees via integrated HR and facilities management programmes.

Media

Frank has appeared on ads, direct mail, websites, postcards, email, t-shirts, intranets, at exhibitions and in videos. He gets about, does Frank.

Results

Awareness is difficult to monetise but Frank's reach has been superb, with key industry influencers engaging with him.

Creating Frank allowed Borland to **reinvigorate its brand** with a fresh tone of voice.

6.02m ad impressions were delivered with an average CTR of 0.61% for 'Frank is back' – **610% over the industry benchmark** of 0.1%.

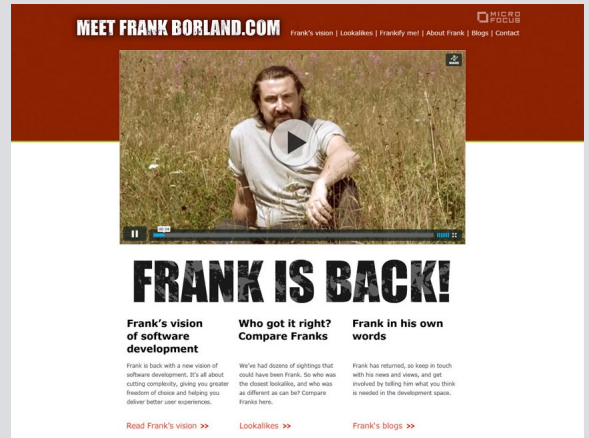
The 'Frank is back' video is Borland's **most viewed video ever**. Frank overtook Borland Software's Twitter following, which has been running for 4.5 years, in the **first 3 months of the campaign**.

Start a great B2B brand story:

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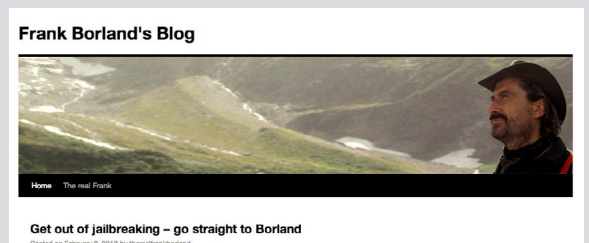
Frank revealed MPU



Meet Frank Borland microsite and Frank is back video – click to view



Frank features in a wide range of product emails



Frank blogs, tweets and has hundreds of followers