



PERILS PLAYBOOK

PARTNER
CAMPAIGN
PLAYBOOK

CAMPAIGN MANIFESTO

The open office arrived with so much promise.

We were drawn to the freedom of open spaces, and we dreamed of spontaneous collaboration, deeper connections with co-workers, and exceptional performance.

The reality? Too often the open office is a sea of distractions.

In fact, in a recent survey, open-office workers said that the ability to focus without interruptions ranks #1 on their workplace wish lists.

Help them get more done by transforming their spaces and tools to boost their focus, performance, and happiness. So many perils. So many solutions.

HOW TO USE ALL THIS GOOD STUFF!

Remember, with great power comes great responsibility! This powerful document is the Perils of the Open Office campaign playbook. Our goal is to make partnering with Poly easier. This document gives you the power to help drive your own campaigns around Poly products and solutions and how they can positively impact an open office atmosphere.

Below, you're going to find important information that will help augment your sales and marketing efforts and drive interest in Poly products and solutions, such as Polycom Studio. Below, you will find campaign assets, everything from campaign details, messaging, social cards, banner advertisements and copy blocks that will help you message with your customers. These assets are also segmented by region for easy usage globally. Please be sure to review the materials below and, if you have any further questions, refer to your Plantronics or Polycom partner portal for details. Good selling!



CAMPAIGN OBJECTIVES

Overall, this campaign is designed to grab the attention of IT Managers/Buyers to look at a variety of Poly's open office solutions as a way to resolve real-life challenges (noise, interruptions, distractions, chaos) in the modern office.

CAMPAIGN DESCRIPTION

Perils of the Open Office is our first global demand generation campaign as Poly. It outlines the many challenges of working in an open office and is designed to highlight a variety of Poly solutions—from headsets to video conferencing—for different collaborative scenarios such as huddle rooms, cubicles, large conference rooms, mobile working, to open, shared spaces.

The campaign is structured as a multi-phased campaign where we roll out a new phase approximately every 6 weeks. Each phase tackles the different “perils” of working in an open office pairing it with a spotlight Poly solution. It is a fully integrated, global marketing campaign in which Poly is leveraging several promotional tactics to generate demand including e-mail marketing, paid digital ads, paid search, organic social, and content syndication.

AVAILABLE ASSETS FOR CHANNEL PARTNERS

Below is a sample of the types of assets that will be provided to you throughout this campaign. Each phase will have its own set of assets featuring the Peril and Solution.

- Co-branded Campaign Flyer
- Approved Marketing Copy (AMC)
- Co-branded Partner to Customer Email: cobranded email banner header (540x240) and email copy
- Static Digital Banner Ads (non-cobranded) in the following sizes:
 - 728x90
 - 564x180
 - 160x600
 - 300x250
- Social cards sized for:
 - Facebook – 1080x1080
 - Twitter – 1024x512
 - LinkedIn – 1200x628
- 60sec Campaign Video

WHERE TO FIND ASSETS:

partners.plantronics.com

connect.polycom.com/content/polycom/ppn/login.html

PHASE 1

INTRODUCING PERILS OF THE OPEN OFFICE

PHASE 1 APPROVED MARKETING COPY

HEADLINES/SUBHEADS

PERILS OF THE OPEN OFFICE

Help your team escape the chaos with tools to help them get more done.

LOUD TALKERS. OFFICE DOGS.

We can help your team escape office chaos—from huddle rooms to headsets.

REDUCE DISTRACTIONS. BOOST PRODUCTIVITY.

Escape the perils of the open office with Poly.

LOUD TALKERS. KITCHEN BLENDERS. MIKE FROM MARKETING WHO WON'T SHUT UP.

Help your team escape the chaos of the open office with Poly.

ESCAPE OPEN OFFICE CHAOS.

Give your team the tools they need to get more done—from huddle rooms to headsets.

COPY BLOCKS

[SHORT: 25+ WORDS]

Loud talkers. Office dogs. Is your open office making your team less productive? Help them escape the chaos with tools to help them get more done—from huddle rooms to headsets.

[MEDIUM: 50+ WORDS]

Loud talkers. Office dogs. Mike from Marketing who won't shut up. Are these perils of the open office making your team less productive? In a recent survey, open-office workers said that the ability to focus without interruptions ranks #1 on their workplace wish lists. So, help them escape the chaos with tools to help them get more done—from huddle rooms to headsets. So many perils. So many solutions.

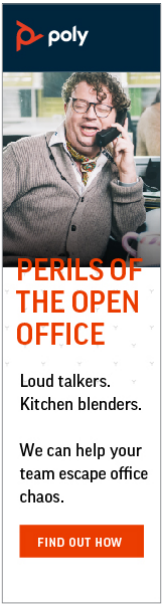
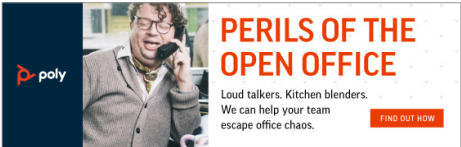
[LONG: 100+ WORDS]

Loud talkers. Kitchen blenders. Mike from Marketing who won't shut up. When it comes to the perils of the open office, these are just the tip of the iceberg. In fact, in a recent survey, open-office workers said that the ability to focus without interruptions ranks #1 on their workplace wish lists. So, if your open-plan office is making your team less productive, you're not alone. Help them escape the chaos with Poly. We can give you the tools—from huddle rooms to headsets—to help your team reduce distractions, boost performance, and get more done. So many perils, so many solutions.

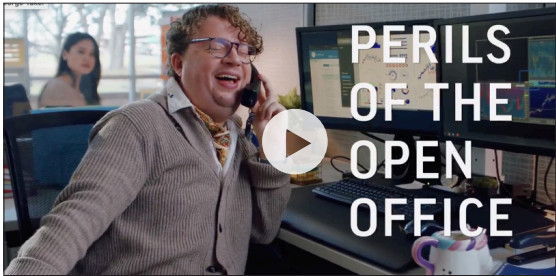
ORGANIC SOCIAL CARDS



BANNER ADS



60 SECOND VIDEO



PHASE 2

EMOTIONAL SUPPORT FERRETS AND POLYCOM STUDIO

PHASE 2 APPROVED MARKETING COPY

HEADLINES/SUBHEADS

PERILS OF THE OPEN OFFICE #86:

EMOTIONAL SUPPORT FERRETS

Distractions at work? Boost productivity—even when surrounded by squeaking ferrets.

PERILS OF THE OPEN OFFICE #86:

EMOTIONAL SUPPORT FERRETS

Help teams escape into a haven of productivity: a smart huddle room.

SQUEAKING FERRETS. CHATTY

FERRET-LOVING CO-WORKERS.

Help small teams escape office chaos with a smart huddle room.

GOT DISTRACTIONS?

Boost productivity—even when surrounded by squeaking ferrets—with a smart huddle room.

COPY BLOCKS

[SHORT: 25+ WORDS]

The open office is full of all kinds of distractions. Like Emotional Support Ferrets. Help teams escape the ferrets (and the chatty co-workers who love them) with a smart huddle room.

[MEDIUM: 50+ WORDS]

The open office is full of all kinds of distractions. Like Emotional Support Ferrets and the chatty co-workers who love them. Help teams escape the perils of the open office into a haven of productivity: a smart huddle room. It allows them to explore big ideas in a small room, connecting with each other and with remote teams with best-in-class audio, dynamic video, and zero distractions.

[LONG: 100+ WORDS]

The open office is full of all kinds of distractions. Like Emotional Support Ferrets and the chatty co-workers who love them. It doesn't really matter if the interruptions are furry, human, or otherwise—they're simply a problem in offices around the world. But you can help teams escape the many perils of the open office into a haven of productivity: a smart huddle room. It allows them to explore big ideas in a small room, connecting with each other and with remote teams with best-in-class audio, dynamic video, and zero distractions. Give teams the tools they need to boost productivity—even when surrounded by squeaking ferrets.

ASSETS AMERICAS

CO-BRANDED FLYER


Insert Partner Logo Here

PERILS OF THE
OPEN OFFICE #

86

EMOTIONAL SUPPORT FERRETS

Your team doesn't have time for squeaking ferrets—or the chatty co-workers who love them.





POLYCOM STUDIO

Help your team escape into a haven of productivity.

With a Polycom Studio huddle room, simple USB plug-and-play connectivity helps them explore big ideas in a small room, connecting with remote teams with best-in-class audio, dynamic video, and zero distractions.

Be the hero your open office workers need

We can help your teams get more done—even surrounded by ferrets.

[Insert Partner Contact Info Here]

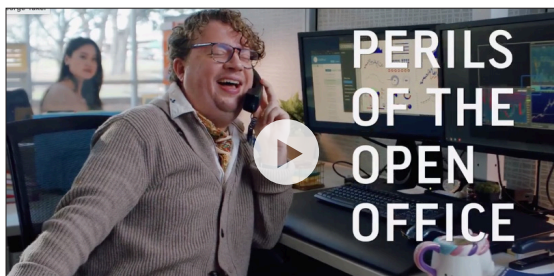
[Insert Partner Contact Info Here]

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15 SECOND VIDEO



60 SECOND VIDEO




ANIMATED BANNER ADS

PERLS OF THE
PODY OFFICE ®

86

EMOTIONAL
SUPPORT
FERRETS

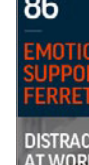


PERLS OF THE
PODY OFFICE ®

86

EMOTIONAL
SUPPORT
FERRETS

DISTRACTIONS
AT WORK?

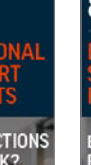


PERLS OF THE
PODY OFFICE ®

86


EMOTIONAL
SUPPORT
FERRETS

BOOST
PRODUCTIVITY—
EVEN WHEN
SURROUNDED
BY SQUEAKING
FERRETS



HELP
YOUR
TEAM
ESCAPE
OFFICE
CHAOS

FIND OUT HOW



**HELP YOUR TEAM
ESCAPE OFFICE CHAOS**

[FIND OUT HOW](#)

 **poly**

PHASE 2

LOUD GUY AND POLYCOM STUDIO

PHASE 2 APPROVED MARKETING COPY—EMEA

HEADLINES/SUBHEADS

PERILS OF THE OPEN OFFICE #67:

LOUD GUY

He never shuts up. And he's keeping your team from getting stuff done. Help teams escape with a smart huddle room.

PERILS OF THE OPEN OFFICE #67:

LOUD GUY

Help teams escape into a haven of productivity: a smart huddle room.

NONSTOP CHIT-CHAT. ZERO VOLUME CONTROL.

Help teams escape the loud guy with a smart huddle room.

GOT DISTRACTIONS?

Boost productivity—even when this guy won't shut up—with a smart huddle room.

COPY BLOCKS

[SHORT: 25+ WORDS]

The open office is full of all kinds of distractions. Help teams get more done—even when they're stuck sitting next to Loud Guy—with a smart huddle room.

[MEDIUM: 50+ WORDS]

The open office is full of all kinds of distractions. Like that annoying Loud Guy who never shuts up. Help teams escape the perils of the open office into a haven of productivity: a smart huddle room. It allows them to explore big ideas in a small room, connecting with each other and with remote teams with best-in-class audio, dynamic video, and zero distractions.

[LONG: 100+ WORDS]

The open office is full of all kinds of distractions. Like that annoying Loud Guy who never shuts up. It doesn't really matter who's causing the interruptions—they're simply a problem in offices around the world. But you can help teams escape the many perils of the open office into a haven of productivity: a smart huddle room. It allows them to explore big ideas in a small room, connecting with each other and with remote teams with best-in-class audio, dynamic video, and zero distractions. Give teams the tools they need to boost productivity—even when they're stuck sitting next to Loud Guy.

ASSETS EMEA

CO-BRANDED FLYER



POLYCOM STUDIO

Help your team escape into a haven of productivity.

With Polycom Studio, simple USB plug-and-play connectivity helps them explore big ideas in a small room, connecting remote teams with best-in-class audio, dynamic video, and zero distractions.

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PERILS OF THE OPEN OFFICE #67

LOUD GUY

He never shuts up. And he's keeping your team from getting stuff done.

Be the hero your open office workers need

We can help your teams get more done—even when they're stuck sitting next to Loud Guy.

[Insert Partner Contact Info Here]

[Insert Partner Contact Info Here]



Insert Partner Logo Here

SOCIAL MEDIA

PERILS OF THE OPEN OFFICE #67

LOUD GUY



BANNERS ADS

PERIL #67: LOUD GUY



Boost productivity—even when this guy won't shut up—with a smart huddle room.

[FIND OUT HOW](#)



PERIL #67: LOUD GUY

Boost productivity—even when this guy won't shut up—with a smart huddle room.

[FIND OUT HOW](#)



PERIL #67: LOUD GUY



Boost productivity—even when this guy won't shut up—with a smart huddle room.

[FIND OUT HOW](#)



PERIL #67: LOUD GUY



Boost productivity—even when this guy won't shut up—with a smart huddle room.

[FIND OUT HOW](#)



Boost productivity with a smart huddle room. [FIND OUT HOW](#)



PERIL #67: LOUD GUY



Boost productivity—even when this guy won't shut up—with a smart huddle room.

[FIND OUT HOW](#)



EMAIL HEADER

PERILS OF THE OPEN OFFICE #67

LOUD GUY



PHASE 2

LOUD GUY AND POLYCOM STUDIO

PHASE 2 APPROVED MARKETING COPY—APAC

HEADLINES/SUBHEADS

PERILS OF THE OPEN OFFICE #67: LOUD GUY

He never shuts up. And he's keeping your team from getting stuff done. Help teams escape with a smart huddle room.

PERILS OF THE OPEN OFFICE #67: LOUD GUY

Help teams escape into a haven of productivity: a smart huddle room.

NONSTOP CHIT-CHAT. ZERO VOLUME CONTROL.

Help teams escape the loud guy with a smart huddle room.

GOT DISTRACTIONS?

Boost productivity—even when this guy won't shut up—with a smart huddle room.

COPY BLOCKS

[SHORT: 25+ WORDS]

The open office is full of all kinds of distractions. Help teams get more done—even when they're stuck sitting next to Loud Guy—with a smart huddle room.

[MEDIUM: 50+ WORDS]

The open office is full of all kinds of distractions. Like that annoying Loud Guy who never shuts up. Help teams escape the perils of the open office into a haven of productivity: a smart huddle room. It allows them to explore big ideas in a small room, connecting with each other and with remote teams with best-in-class audio, dynamic video, and zero distractions.

[LONG: 100+ WORDS]

The open office is full of all kinds of distractions. Like that annoying Loud Guy who never shuts up. It doesn't really matter who's causing the interruptions—they're simply a problem in offices around the world. But you can help teams escape the many perils of the open office into a haven of productivity: a smart huddle room. It allows them to explore big ideas in a small room, connecting with each other and with remote teams with best-in-class audio, dynamic video, and zero distractions. Give teams the tools they need to boost productivity—even when they're stuck sitting next to Loud Guy.

ASSETS APAC

CO-BRANDED FLYER



POLYCOM STUDIO

Help your team escape into a haven of productivity.

With a Polycom Studio huddle room, simple USB plug-and-play connectivity helps them explore big ideas in a small room, connecting remote teams with best-in-class audio, dynamic video, and zero distractions.

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PERILS OF THE OPEN OFFICE # 67

67

LOUD GUY

He never shuts up. And he's keeping your team from getting stuff done.



Poly Insert Partner Logo Here

Be the hero your open office workers need

We can help your teams get more done—even when they're stuck sitting next to Loud Guy.

[Insert Partner Contact Info Here]

[Insert Partner Contact Info Here]

SOCIAL MEDIA

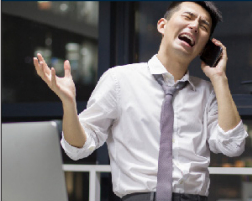
PERILS OF THE OPEN OFFICE #67

LOUD GUY



BANNERS ADS

PERIL #67: LOUD GUY



Boost productivity—even when this guy won't shut up—with a smart huddle room.


[FIND OUT HOW](#)

Poly

PERIL #67: LOUD GUY

Boost productivity—even when this guy won't shut up—with a smart huddle room.

[FIND OUT HOW](#)



Poly


PERIL #67: LOUD GUY

Boost productivity—even when this guy won't shut up—with a smart huddle room.

[FIND OUT HOW](#)

Poly

PERIL #67: LOUD GUY



Boost productivity—even when this guy won't shut up—with a smart huddle room.


[FIND OUT HOW](#)

Poly

Boost productivity with a smart huddle room. [FIND OUT HOW](#)

Poly

PERIL #67: LOUD GUY



Boost productivity—even when this guy won't shut up—with a smart huddle room.

[FIND OUT HOW](#)

Poly

EMAIL HEADER

PERILS OF THE OPEN OFFICE #67

LOUD GUY



PHASE 3

SCOOTER RALLIES

PHASE 3 APPROVED MARKETING COPY

HEADLINES/SUBHEADS

PERILS OF THE OPEN OFFICE #72: SCOOTER RALLIES

Chaos at work? Help teams tune it out.
Headsets designed for the open office.

SCOOTER RALLIES. CHEERING CO-WORKERS. PRODUCTIVITY CRASH.

Help teams stay focused with headsets
designed for the open office.

SCOOTER RALLIES. CHEERING. HIGH-FIVING.

Distracted by co-workers? Nope.
Headsets designed for the open office
save the day.

CO-WORKERS ON SCOOTERS MAY CRASH. BUT PRODUCTIVITY WON'T.

Staying focused just got easier—with
headsets designed for the open office.

COPY BLOCKS

[SHORT: 25+ WORDS]

Option 1

Co-workers on scooters + cheering and high-fiving =
Productivity crash. Help teams tune out the chaos and
hear what matters with headsets designed for the open
office. So long, distractions.

Option 2

Open offices are full of distractions. Like scooter
rallies. With co-workers cheering and high-fiving. Help
everyone stay focused and hear what matters, with
headsets designed for the open office.

[MEDIUM: 50+ WORDS]

Option 1

99% of workers in open offices have trouble staying
focused.¹ Who wouldn't, with all kinds of distractions
around? Like scooter rallies, with co-workers cheering
and high-fiving. Help teams tune out the chaos, with
headsets designed for the open office. Noise canceling
and noise blocking make it possible to hear what
matters. Welcome back, productivity. We missed you.

¹ Source: "All Your Employees Are Distracted: The Realities of Today's
Open Office and What You Can Do About It," by Future Workplace, April
2019, sponsored by Poly.

Option 2

Scooter rallies. Co-workers cheering and high-fiving.
The daily mayhem of open offices brings work—and
productivity—to a screeching halt. Luckily we can help
you avert open office perils. With headsets designed for
the open office, to help teams tune out the chaos.
Now everyone on a call can hear what matters—each
other—instead of scooter-related woo-hooing.

[LONG: 100+ WORDS]

Option 1

99% of workers in open offices are distracted.¹ Who wouldn't be, when surrounded by mayhem? Like scooter rallies. Co-workers on wheels + cheering and high-fiving = One big productivity crash. Help avert such perils of the open office, by giving your teams what they need to stay focused. Like headsets specifically designed for the open office. With the perfect balance of noise canceling and noise blocking. So people on both ends of a call just hear what matters most: each other. Distracted? Nope. Chaos has met its match.

¹ Source: "All Your Employees Are Distracted: The Realities of Today's Open Office and What You Can Do About It, " by Future Workplace, April 2019, sponsored by Poly.

Option 2

Scooter rallies. Co-workers cheering and high-fiving. Not to mention loud talkers, ice chewers, you name it. The daily mayhem of open offices can bring work to a screeching halt. Good thing there's a simple way to avert open office perils and help your teams stay focused. Poly headsets specifically designed for the open office, with noise canceling and noise blocking. All to help people on both ends of a call hear what matters—each other—rather than scooter-related woo-hooing in the background. Co-workers may still crash. But productivity won't. noise blocking. So people on both ends of a call just hear what matters most: each other. Distracted? Nope. Chaos has met its match.

PHASE 3 ASSETS

CO-BRANDED FLYER

PLANTRONICS + POLYCOM. NOW TOGETHER AS 

PLACE PARTNER LOGO HERE

PERILS OF THE OPEN OFFICE #

72

SCOOTER RALLIES

Co-workers on wheels and cheering fans can bring productivity to a screeching halt.



POLY HEADSETS

Tune it all out with a Poly headset that's specifically designed for the open office.

Savi 8200 Series / Voyager 8200 UC / Voyager 6200 UC
Voyager Focus UC / Blackwire 7225

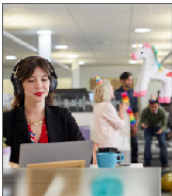
We're bringing productivity back.

And you can, too. Let's help your teams stay focused.




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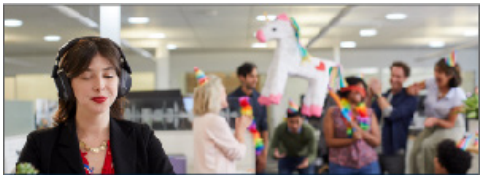
BANNERS ADS



HEADSETS DESIGNED FOR THE OPEN OFFICE


LEARN MORE

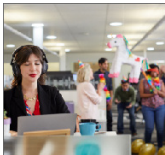




HEADSETS DESIGNED FOR THE OPEN OFFICE


LEARN MORE






HEADSETS DESIGNED FOR THE OPEN OFFICE


LEARN MORE





HEADSETS DESIGNED FOR THE OPEN OFFICE

LEARN MORE




SOCIAL MEDIA

PERILS OF THE OPEN OFFICE

#72


SCOOTER RALLIES



PERILS OF THE OPEN OFFICE

#72

SCOOTER RALLIES



PHASE 3

PRODUCT/ HEADSETS

PHASE 3 APPROVED MARKETING COPY

HEADLINES/SUBHEADS

HEADSETS DESIGNED FOR THE OPEN OFFICE

Tune out chaos with the perfect balance of Active Noise Canceling and superior noise blocking.

OPEN OFFICE CHAOS HAS MET ITS MATCH

Headsets with the perfect balance of Active Noise Canceling and advanced noise blocking.

WELCOME BACK, PRODUCTIVITY. WE MISSED YOU.

Poly headsets specifically designed for the open office. So long, distractions.

BRING PRODUCTIVITY BACK TO YOUR OPEN OFFICE

Help everyone tune out the chaos with headsets designed for the open office.

OPEN OFFICE CHAOS? HOW TO STAY FOCUSED.

Help teams tune out distractions with headsets designed for the open office.

COPY BLOCKS

[SHORT: 25+ WORDS]

Option 1

Help teams stay focused and hear what matters. Poly headsets specifically designed for the open office make it possible. Advanced noise blocking. All-day comfort. Distracted? Not anymore.

Option 2

Open office chaos has met its match. Help your teams tune out distractions and hear what matters, with Poly headsets designed for the open office. Welcome back, productivity.

[MEDIUM: 50+ WORDS]

Option 1

Are your teams struggling to tune out the chaos and hear what matters? Bring productivity back with Poly headsets specifically designed for the open office. With the perfect balance of Active Noise Canceling (ANC), tuned just right for open offices. Superior noise blocking that protects every call. And all-day comfort. Distracted? Not anymore. Chaos has met its match.

Option 2

Open office chaos has met its match. Help your teams tune out the distractions and hear what matters. Poly headsets designed specifically for the open office make it possible. With the perfect balance of Active Noise Canceling (ANC) and advanced noise blocking. Plus all-day comfort, thanks to premium, lightweight materials. It's time to bring productivity back.

[LONG: 100+ WORDS]

Option 1

99% of workers in open offices are distracted.¹ Who wouldn't be, with daily mayhem coming from every direction? Luckily Poly makes all kinds of solutions to avert open office perils. We took our 40 years of experience creating headsets and designed these specifically to combat the chaos of open offices. Give your teams the perfect balance of Active Noise Canceling (ANC): not too much to be uncomfortable, not too little to let noise sneak in. Noise blocking microphone technology, too. So people on both ends of a call can hear what matters. Distracted? Nope. Open office chaos has met its match.

¹ Source: "All Your Employees Are Distracted: The Realities of Today's Open Office and What You Can Do About It," by Future Workplace, April 2019, sponsored by Poly.

Option 2

Are your teams struggling to tune out the chaos of an open office? Whether it's scooter rallies or loud talkers or ice chewers, distractions make it almost impossible for people to stay focused. You can help—by giving your teams Poly headsets designed for the open office. With the perfect balance of Active Noise Canceling (ANC), specifically tuned for open offices. Advanced noise blocking technology, so people on both sides of a call hear what matters—each other. All-day comfort, thanks to premium, lightweight materials. And a range of styles that work for everyone in the office. Time to bring productivity back.