We created this guide to help establish the look and feel of the Innovation Is in the Air campaign. Together, we can create consistent creative communications that reflect the campaign's personality.
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Introduction

Our Promise
We provide the best analytics technology in the cloud to accelerate innovation. We're committed to helping you transform into the future of analytics. With SAS’ Viya®, you get a high-powered, modernized platform to ask the gnarliest, most complex questions and let inquisitive minds go to work. Explore the potential of the unknown hidden in your data. Welcome to Innovation Is in the Air.

Narrative

Innovation Is in the Air

AI in the cloud reveals new opportunities to deploy and scale analytics beyond imagination.

If you want something you've never had - you must do something you've never done.

Innovation starts here.

Digital transformation is reshaping the very essence of business. As organizations rapidly embrace modernization, AI in the cloud is at the heart of their efforts.

We believe extraordinary organizations enthusiastically embrace data and analytics to better define and seize opportunities.

Proven AI in the cloud, designed to easily deploy and scale, has the power to quickly transform our boldest ambitions into our proudest accomplishments.
Introduction

Tone of Voice
Innovation Is in the Air represents optimism and opportunity to use SAS technology to modernize and advance what’s possible across industries and interests. It should be replicated in an emotive and inspirational tone. The theme is applicable for a horizontal marketing reach showcasing SAS Viya and can be narrowed to targeted industries and personas.

Personas
Innovation Is in the Air is a global campaign. The campaign’s primary audience is leadership and secondary audience is practitioners.

Leadership (CDO/CIO/CAO)
What’s on their minds? They know digital transformation and the modernization of technology and the workforce is required for organizations to remain relevant and competitive. Access to data, analytics and decisions in a flexible cloud offering will meet this need. Decision makers must modernize and give tools to innovate. SAS Viya delivers faster, more secure access to data to scale analytics like never before.

Practitioners
What do they care about? Spare the marketing fluff and show them how it works. SAS provides modern analytics technology in the cloud that is flexible to inspire innovation and solve global problems fast. This creative will dispel the myth that SAS is outdated and limited. Creative must present SAS to the entire practitioner demographic, particularly the younger audience, as attractive, flexible with open source and career rewarding. Distinguish SAS Viya as the platform of choice for innovation. This is accomplished by communicating real-world applications (e.g., dynamic customer stories integrated in the beacon Innovation Is in the Air microsite).
Marketing Strategy and Definition

The objective is to (re)claim our position as an innovative leader in analytics and AI, and focus on the value we deliver to our customers. Our customer-centric approach will be at the heart of the global campaign, Innovation Is in the Air, and every stage of the customer journey.

Value Props

- Data for analytics and decisioning.
- Advancing with AI.
- Operationalizing analytics.
- Analytics visualization.

The market represents a collection of software segments (including data management, advanced analytics, artificial intelligence, BI/visualization, etc.) that provide an enterprise-class analytics platform to make human-led, augmented or automated decisions.

We enable customers to conduct multiple tasks — connect, prepare, visualize, predict, optimize, explain, deploy and govern — across the analytics life cycle, which includes both on-site and cloud-based deployment patterns.

SAS Persona Messaging Guide
Graphic Elements and Color Palette

The graphic elements and color palette for the campaign are intended to create an airy, inspired and hopeful environment, where imagination is championed and ideas are connected with the resources and knowledge to become reality.

Applied individually or combined, the graphic elements should convey a balanced complexity, but never feel cluttered or confusing.

Enveloped in ample white space to provide consistent visual breaks, the campaign’s messaging and resources should be the primary focus. Use colored backgrounds sparingly to bring attention to important content and calls to action. Avoid blocks of color positioned directly adjacent to other blocks of color.

When portrait photography is utilized, talent should be diverse, cheerful and casually dressed, with body language that is open, positive and collaborative.
Brand & Campaign Ecosystem

Innovation Is in the Air is complementary to the global brand campaign, Curiosity Forever, that aligns in both color palette and tone. However, materials created for the Innovation Is in the Air campaign should not directly incorporate graphics or copy from the brand campaign. The campaign stands alone to uniquely represent SAS Viya and meet global marketing objectives. Our target audiences should see this campaign as seamlessly integrated into our brand identity, but also a refreshing and novel experience with SAS Viya – the future of analytics in the cloud. Curiosity drives innovation.
Using the SAS® and SAS® Viya® Logos

The SAS Viya logo was developed to reinforce our brand and complement our corporate logo. The SAS Viya icon remains available for occasions when you need a visual representation of the platform. To ensure that our marketing materials are visually dynamic, we are no longer reserving the teal color for SAS Viya. Instead you may pick from any of the colors from the SAS color palette based on the application.

You should treat the SAS Viya logo with the same care and consistency as the corporate logo. Please follow the guidelines described on the SAS logo brand site page.

Do not use the SAS Viya logo when the words “SAS Viya” are included prominently in a headline or title.

The SAS Viya logos and icon may be downloaded from the product page on the SAS brand site.

The SAS brand logos and guidelines for use may be downloaded from the design elements page on the SAS brand site.

Avenir Next W1G (from Monotype Imaging) is the primary typeface we use for corporate marketing materials. Information on brand typography can be accessed on the typography page on the SAS brand site.

SAS® Viya® in Copy

SAS Viya should be written in title case when used in headlines and body copy. First and prominent references should include registered trademarks.

Use the Powered by SAS Viya logo when you wish to indicate that a solution is running on the SAS Viya platform.

SAS® Viya® Icon

The icon should be used as a visual representation of the SAS Viya platform in instances when the logo does not make sense or is redundant. Applications include (but are not limited to) diagrams, presentations, videos and documentation.
Examples: **Global Microsite**

The microsite is a beacon deliverable to stand up the campaign for global use and consistency in a digital-first marketing era. The page will be updated on a structured cadence with the latest content, including dynamic customer stories from different personas, influencer conversations, webinars, cloud partner assets and additional supportive materials.

The experience is inviting, empowering and optimistic. Design layout allows for ample white space. Content is mobile friendly with simplified navigation and a responsive web design.

The microsite can be found in **GMS**.

**SEO Keywords**
AI, Cloud, Analytics, Innovation

**Campaign Vanity URL**
sas.com/intheair
Examples: **Campaign Webinar Registration Page**

To create a cohesive user experience, the look and tone of event landing and registration pages will align with promotional materials and the beacon microsite.

The example registration page can be found in [GMS](#).
Examples: **AI Heroes**

The best way to communicate the effectiveness of our technology is with storytelling. With the AI Heroes approach, we want to shine a light on our customers. Instead of talking about what we can do for our customers, we want them to take center stage and tell their peers what they learned and experienced along the way. This storytelling should be authentic, conversational and feel human. Stories will be featured on the beacon microsite.

**Personas**
- CDO/CAO
- CIO/Head of IT
- Practitioners
Examples: **Emails**

Emails remain a highly effective digital marketing tool with additional personalization capabilities using CI360. The **Innovation Is in the Air** campaign should be consistent across targeted, transactional, 1:1 and nurture campaigns using the same graphical expression and copy tone.

As campaign emails are created, the US-based creative team will share with the global marketing team.

The deliverable for **The Future is Now: How AI Changes Everything** webinar email is available in GMS.

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**Elevate a New Way of Thinking**

New technologies bring promise to do more. To modernize, innovate and transform.

With AI in the cloud, you’ll get faster access to data to uncover new ideas and possibilities. And make discoveries to advance humankind.

Explore what’s possible.

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**The Future Is Now: How AI Changes Everything**

Live Webinar | Sept. 21 | 10 a.m. ET - 4 p.m. CET | [Register Now]

**Find Out What’s Next With AI**

Digital transformation is happening at lightning speed as a result of the pandemic that pushed society through unprecedented change in a matter of days. With this change, we’ve learned we must adapt and embrace how new technology will reshape our human experience – both personally and in our professional careers.

Join this live webinar with futurist Ben Hammersley to hear his predictions and how you can thrive in this new era to advance what’s possible. A Q&A session with SAS experts will follow the presentation.

**About the Speaker**

**Ben Hammersley, Futurist**

Ben Hammersley is the principal of Hammersley Futures, a global futurism, foresight and strategic planning agency that works with governments and corporations to accelerate their understanding of the effects of new technologies. Previously he was editor at large of Wired magazine, an advisor to the UK prime minister’s office, a fellow of the Brookings Institute, a high-level expert group member of the European Commission, a war correspondent in Afghanistan and Beirut, a wilderness medic and a visiting professor in London and Barcelona.
Examples: **Social Tiles**

Social media tiles should be designed with the campaign design and color palette. Copy should be short, attention grabbing and relative to the CTA. Post text should be supportive of the tile graphic and include additional details that are not provided in the graphic copy.

**Suggested Hashtags for Added Exposure**
- #AI
- #Innovation
- #Datascience

**Example (Leadership Audience)**
Reveal opportunities to deploy and scale analytics beyond imagination.

**Example (Practitioner Audience)**
Curiosity is how innovation takes flight.

**Quick Tips**
Don’t create hashtags for the sake of hashtagging. The suggested hashtags have been researched, trend well and are monitored by the social media team for share of voice. Best practices recommend using no more than two hashtags per tweet. Use hashtags relevant to the topic.

**Example Post Text (Leadership Audience)**
Modernization shouldn’t be painful. AI in your cloud of choice is ready for faster, secure access to your data to scale analytics like never before. Come explore the future of analytics.

**Example Post Text (Practitioner Audience)**
Progress is rewarded to those who dare to dream. To ask questions and seek answers. And challenge AI in unforeseen ways. Discover how other practitioners are making their mark.

The deliverable for *The Future is Now: How AI Changes Everything* webinar social tile is available in GMS.
Examples: **Banner Ads**

Design choices for banners should be made based on the environment of the placement. Creating contrast from the environment’s background is important. When the banner will be placed in a lighter environment, consider using darker colors. If a dark background is expected, utilize the light colors of the palette. If the placement involves a complex or visually busy environment, opt for a simpler banner design.

Buttons and the SAS logo should be displayed in midnight whenever possible.

Consider animation: All brands are competing for attention on social media. An effective way to attract the eye and get noticed is with animation. It should be short and use copy that resonates and makes the audience want to click.

**Example (Leadership Audience)**
Reveal opportunities to deploy and scale analytics beyond imagination.

**Example (Practitioner Audience)**
Curiosity is how innovation takes flight.

**Suggested CTAs**
Innovation starts here.
Curious minds click here.
Discover what’s possible.

Example banner files are available in [GMS](#).
Examples: **ON24 Webinar Console**

We use ON24 as our webinar platform of choice. To enhance the digital experience of our campaign, we have created complementary graphics for the platform console. The seamless use of the campaign color palette and graphics will create a consistent experience with the Innovation Is in the Air campaign.

For webinars, the presenter and presenter’s material should be the primary focus; neither the video background nor the PPT background should distract from the presentation. Consider the video and promotional graphics in context, rather than as solo elements.

Strive for clean, complementary and contrasting elements. Avoid overuse of complicated graphics.

**Suggested Approach for Layering Webinar Elements**

- On24 background (as pictured)
- Light colored video background (similar to #D6EBFD)
- Midnight corporate PPT template
- Dark, uncomplicated promotion graphics

Sample graphics for the ON24 console are available in [GMS](#).
Writing Style Guide

The SAS Style Guide for Business Communications serves as the first reference point for writers and editors. It ensures consistency in the way we present our company and our software solutions to the world. Our guide follows the latest edition of the Associated Press Stylebook and Webster’s New World College Dictionary, Fifth Edition.