We created this guide to help establish the look and feel of the Reach New Heights as a Data Scientist campaign. Together, we can create consistent creative communications that reflect the campaign’s personality.
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Introduction

Background
The data scientist lives and breathes curiosity. In fact, you might say it’s their greatest superpower. Still, this quality is often overlooked and undervalued. This campaign was designed to remind data scientists – as well as executive leadership – how valuable their curiosity is, and how SAS can support them along the way.

Narrative
Reach new heights as a data scientist
Your curiosity is how innovation takes flight
As a data scientist, curiosity is your greatest superpower. It’s the fire inside that drives you to always ask questions and tirelessly seek answers. To see the world from a different perspective and head in new directions.

With the flexibility and openness of SAS, you can harness all your curiosity - and all your data - to create meaningful change and allow innovation to take flight.
Introduction

Tone of Voice
Data scientists like discovery, excitement and energy. What they don’t like is marketing lingo or feeling like they’re being sold something. That’s why this campaign is driven by the data scientist’s best qualities rather than any specific SAS solution or product. We’re speaking in a conversational tone and directly to them and focusing on their strengths. Our software and technology play a supporting role: the superhero’s sidekick.
Marketing Strategy and Definition

The objective is to reinforce SAS as an invaluable resource for data scientists and a leader in analytics and AI for our customers. The Reach New Heights as a Data Scientist campaign will be centric in every stage of the customer journey.

Value props: Data for Analytics and Decisioning, Advancing With AI, Operationalizing Analytics and Analytics Visualization.

The market represents a collection of software segments (including data management, advanced analytics, artificial intelligence, BI/visualization) 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-premises and cloud-based deployment patterns.
Graphic Elements and Color Palette

The graphic elements and color palette for this campaign create an airy and inspiring atmosphere and offer a subtle nod toward fantastical/superhero themes. Curiosity, imagination, confidence and innovation are the driving forces behind the design.

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 used, talent should be diverse, cheerful and casually dressed, with body language that is open, positive and collaborative.

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Graphic Elements and Color Palette (continued)

People
The dominant visual element in this campaign is the person(s) shown (the data scientist or group).

The people images were intentionally chosen to represent the wide range of diversity in the target audience, which skews younger but not universally so.

This is entirely in keeping with the persona emphasis of this global initiative and the nature of the superpowers theme - it is customer-centered and not product-centered.

Rays
The radiating rays in the images evoke the concept of the dynamism associated with having and using superpowers. They represent rapid, purposeful and powerful movement.

For that reason, when the image includes a person or group of people, the center of movement in the image is the person(s), and therefore the rays emanate from them.

Cloud
A tertiary visual in the images is a cloud, which also emphasizes the dynamism by suggesting that the data scientist has "reached new heights." The cloud should never be included without the rays.
Reach New Heights as a Data Scientist is complementary to the global brand campaign, Curiosity Forever, that aligns in both color palette and tone. However, materials created for the Reach New Heights as a Data Scientist campaign should not directly incorporate graphics or copy from the brand campaign.
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.

Coming soon!
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.
Examples: **Dynamic Customer Stories**

Coming soon!
Examples: **Emails**

Emails remain a highly effective digital marketing tool with additional personalization capabilities using SAS® Customer Intelligence 360. The Reach New Heights as a Data Scientist 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.

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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. EST - 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.

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**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 at 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:**
TBD

**Example (Leadership Audience):**
Reveal opportunities to reach new heights with analytics

**Example (Data Scientist Audience):**
Your curiosity is how innovation takes flight

**Example Post Text (Leadership Audience):**
When your data scientists can harness the full power of their curiosity, they can uncover more of the insights that lead to better decisions and better results.

**Example Post Text (Data Scientist 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 data scientists are making their mark.
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 reach new heights with analytics

**Example (Data Scientist Audience):**
Curiosity is how innovation takes flight

**Suggested CTAs:**
Innovation starts here.
Curious minds click here.
Discover what’s possible.
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 Reach New Heights as a Data Scientist campaign.
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 [AP Stylebook](#) or [Webster’s New World College Dictionary, Fifth Edition](#).