

## How Intel's Inventors Are Helping to Reinvent Its Image

*Nancy Bhagat, vice president of sales and marketing and director of global marketing strategy and campaigns at [Intel Corporation](#), spoke at the Business Marketing Association MarketingMasters Luncheon Seminar on Nov. 5 at [The Standard Club](#). The following article is based on her presentation.*



By [Whitney Baker](#)

While many companies hunger for the type of global brand awareness that Intel has achieved, the expanding technology company has found that widespread recognition can be bittersweet.

Around the world, “awareness of Intel is very, very high,” said Nancy Bhagat, global head of the company’s marketing strategy and campaigns. “But relevance is low.” Consumers recognize the Intel name but don’t necessarily consider the brand when making a technology purchase, she said.

Recent research shows customers are likely to assume an Intel processor is inside a new computer. This is one of many unique dilemmas a company faces when its product is physically inside another product that’s branded by a separate company.

“The challenge is you can’t touch our products,” which puts them at risk of commoditization, Bhagat said. “No one in their right mind has ever really seen a processor, because you don’t think about it.”

In such a complex product ecosystem, there’s lots of clamor in terms of who owns the end-user experience, she added. In order to cut through the noise and connect directly with customers, Intel, with the help of a creative ad agency, launched the “Sponsors of Tomorrow” campaign last spring. The goal was to capture the company’s culture and differentiate it from that of its competitors.

The multimedia portion of the campaign includes popular television ads touting Intel “rock stars”: engineering masterminds who are developing patents in everything from robotics to smart-grid technology.

Messaging around Intel’s dedication to innovation and intellectual pursuit—with the tagline “Our rock stars aren’t like your rock stars”—exposes different sides of the company’s personality and capabilities, and a promise of technology to come.

Part of the strategy was building the Intel brand not only in its most well-known product market—processors and technology within computers—but also in new markets the

company is entering. This is the first time the company has built its marketing message around the Intel brand instead of specific products.

The Sponsors of Tomorrow campaign also features corresponding print ads that compare culturally appropriate “rock stars,” such as Bollywood actors of India, with Intel’s research and development gurus who are “rock stars” in their own space.

Although it’s very early on in the campaign, Bhagat said the company is tracking to goal in brand development across the globe. She closed her presentation by sharing a quote from Intel co-founder Robert Noyce, capturing the sentiment behind what Bhagat said is a “game changing” integrated marketing campaign: “Don’t be encumbered by history—go off and do something wonderful.”

*[Whitney Baker](#) recently completed her master’s degree at Northwestern University’s Medill School of Journalism and continues to freelance while seeking full-time employment in the area of marketing communications.*