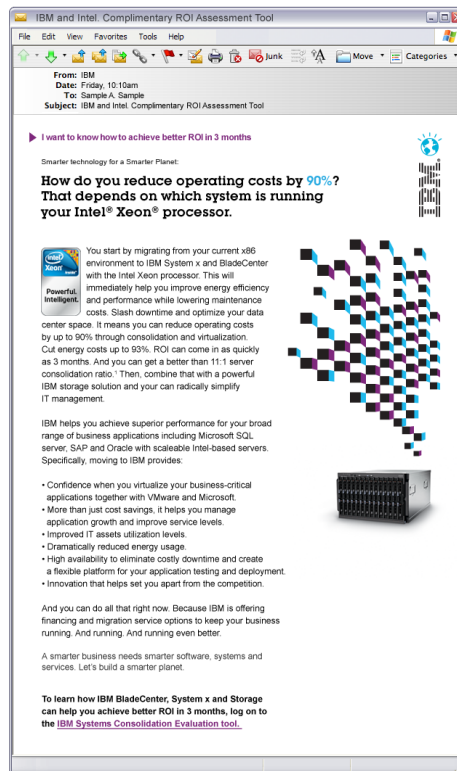


# Business Partner and Joint Marketing Communications

Business Partner and Joint Marketing communications can be executed within the overall IT Manager smarter planet campaign look and feel, as long as the message that they convey passes the test of what we consider “smart.”

## Joint Marketing example



*This existing WW DG email example has been updated for this document to meet the approved joint marketing guidelines.*

## Joint Marketing:

A joint marketing communication is a communication that comes from IBM that highlights a product or solution that IBM is releasing or prompting in conjunction with another company.” Joint Marketing communications determined to be smart can include all of the campaign elements — cognitive puzzle, logo, eyebrow, signoff — as used in IBM IT advertising and demand generation.

*Please note: This joint marketing guidance was only recently finalized. Joint marketing assets handed off by WW earlier this year may not follow these guidelines.*

## Business Partners:

A business partner communication is a communication that comes from a business partner — not IBM — that highlights an IBM product or solution that the business partner is promoting. Business Partner (BP) communications determined to be smart can utilize the overall IT Manager smarter planet campaign look and feel, but must follow these specific guidelines.

- May use cognitive puzzles
- Remove “eyebrow” copy
- Remove the smarter planet logo lock-up
- Remove the standard sign-off line
- Remove any smarter planet messaging from copy
- Copy must be written in BP voice
- Must include BP logo
- Must include appropriate IBM BP emblem