

Keep IT Drama Free

Widely recognized as an easy-to-use password manager for consumers and small businesses, Dashlane lacked awareness among enterprise buyers. It needed to convince Chief Information Security Officers (CISOs) and IT buyers that its business platform offers an *enterprise-grade* platform. As a challenger brand with limited ad spend, the difficult task was how to be credible yet breakthrough in a category with established players. The objective was not only to introduce and build awareness of the platform but also to drive high-quality leads efficiently.

The creative campaign targeted CISOs who manage security operations teams at larger companies, and company IT professionals. Since both roles shoulder heavy responsibilities, drama is not good, because drama usually means that a security breach has occurred.

While the agency and client team combed through extensive research, the insight was born from the consumer side. Because Dashlane is a leading consumer and SMB password manager, many CISOs and IT pros are already familiar with the brand from their personal lives. In both cases, whether at home or work, this group needs less drama.

Tapping into this familiarity with Dashlane, we bridged the gap with enterprise CISOs and IT pros by setting our story in a familiar tabletop RPG universe similar to Dungeons & Dragons. If there were ever a place where drama was welcome, it would be an RPG realm.

Is it a cliché that cultural references in science fiction and fantasy often resonate with IT pros? Yes. Is it 10,000% true? Yes. We created a universe where our new target audience could picture themselves.

We utilized that truism to explain the brand's benefit: Keeping drama where it belongs (in the basement) and eliminating unnecessary drama (in the office).

Our campaign highlights Dashlane's unique blend of human-centric credential management while also recognizing the daily human challenges of enterprise CISOs and IT pros: Showing how a stressful, high-pressure environment that requires constant vigilance is best left for low-stakes situations outside the office, like when it's your turn to roll a D20.

The biggest campaign challenge was walking a fine line between showcasing our audience's *understanding* and not pandering or oversimplifying. We paid attention to details, which helped create an authentic environment rooted in a genuine understanding of IT culture and challenges. Combining contrasting office and basement gameplay worlds — both of which the new target audience could picture themselves in — allowed us to deliver a message that reached the brand's new target users in a fun and compelling way.

Creative Outputs:

- Cost per view of video **80% lower** than Google Benchmark
- Video engagement **13% higher** than Google Benchmark

Business Outcomes compared to previous quarter:

- Marketing Qualified Leads **+32%**
- B2B Sales Pipeline Generated **+53%** annual recurring revenue and **+22%** annual contract value
- Enterprise Deals Won **+49%** annual recurring revenue and **+91%** annual contract value