

We've created a new campaign for Aruba Instant On—sparking customer interest with a fresh, bold look and an exciting creative direction. The campaign uses an integrated approach to build brand awareness and drive more ready prospects to click the “Buy Now” button.

The following overview provides you with additional campaign information and new creative that you can use to grow Aruba Instant On revenue through digital marketing and lead-/demand-generation activities.

New Creative Look and Feel



What would your network sound like if it could talk?

That's the basic premise of this campaign, where the Aruba Instant On network takes on a voice of its own, describing the way it helps move business forward with such easy grace.

Our network has a real personality, filled with excited confidence and a friendly smile—and maybe a touch of sass. It's here to help any way that it can.

This campaign brings our Instant On products to life in a way that builds the brand while giving the reader a wink and a nod for learning a little more about them.

With Aruba Instant On, we don't have to brag; we let the network do the talking.

READY-TO-USE PSD and PNG FILES • LOCALIZED and CO-BRANDABLE • AUS | DE | UK | US

Audience

Small Business

Owners of small businesses (under 100 employees) who are responsible for, or are influencers of, networking equipment purchases for the business.

Work from Home

Many business owners and their employees have been forced to work from home and need their home networks to be as fast, secure, and reliable as an on-site network in order for their organizations to survive this digital pivot.

- Home networks are already taxed by multiple laptops, phones, tablets, gaming consoles, and smart TVs on the network. Adding on the work-from-home elements of transacting, engaging, promoting, and connecting—all online—becomes too much for the average router to handle without massive hiccups.
- Aruba Instant On lets small businesses and work-from-home users upgrade their networking capabilities with enterprise-grade technology that is simple to set up, monitor, and scale—with the added benefit of turbo-boosting their Wi-Fi with ultra-high-speed gigabit performance.

Which messages do we lead with?

Speed

Get a blazing-fast Wi-Fi 6 connection that powers faster speeds than previous-generation Wi-Fi routers.

Coverage

Experience fast, reliable connections from corner-to-corner of your business/workspace.

Easy set-up

Ready, set, go—quickly unbox and set up your network in minutes.

Security

Provide fast, secure connections for guest and employee devices.

Control

Keep tabs on your network and troubleshoot instantly from the palm of your hand with the mobile app.

Digital Motions and Ready-to-Use Banners

All assets are co-brandable and available on the Partner Ready for Aruba portal.



Social

- LinkedIn
- Facebook and Instagram
- Xing

Banners

- Static
- Rich media
- Multi-frame

YouTube pre-roll video**

**Ready by mid-March

Download Campaign Assets

- Australia
- Germany
- UK
- US

Refreshed Landing Experience

Streamlined product selector driving highly converting traffic to the partner page.

