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CDW and Charles Barkley Bring "Smart Growth 2.0" to Monday Night Football

New Integrated Campaign Showcases Game-changing Technology for Business Success Today and Tomorrow

VERNON HILLS, Ill.--(BUSINESS WIRE)-- [CDW](#) (NASDAQ:CDW), a leading provider of [technology solutions](#) to business, government, education and healthcare, will launch the next iteration of its "People Who Get IT" integrated brand campaign on Oct. 27 during ESPN's Monday Night Football broadcast. The new campaign, again featuring NBA Hall of Famer Charles Barkley and fictional company Gordon & Taylor, will appear on national television and radio, and with extensive online digital and in-person engagement.

As we learned last time we met up with Barkley and Gordon & Taylor, growing a business isn't always easy, but smart technology solutions can help solve some of the toughest business challenges. In the new "[Smart Growth 2.0](#)" campaign, Gordon & Taylor is experiencing record growth, thanks to support from the experts at CDW. But Gordon & Taylor knows it must keep pace with rapid technology innovation to keep growing and keep its customers happy.

Enter CDW, whose technology experts help Gordon & Taylor meet the business demands of today and tomorrow with cloud computing, mobility, power, networking solutions and more. Partner solutions from APC, HP, Intel, Lenovo, Microsoft and NetApp are featured in the campaign, along with the CDW capabilities that power them.

CDW knows you can't have smart growth without preparing for the future, so the campaign incorporates content from IT futurists to help organizations plan smarter in today's ever-changing technology environment. It also looks at how technology is changing the game for one of the world's most popular sporting leagues, the NFL.

"In today's fast-paced business environment, technology is changing the game - helping organizations to think, plan and play smarter," said Neal Campbell, senior vice president and chief marketing officer at CDW. "We take great pride in helping our customers create and implement technology solutions and services that enable smart business growth."

For example, CDW worked with the Arizona Cardinals to implement game-changing technology to deliver the ultimate customer experience at University of Phoenix Stadium in suburban Phoenix, Ariz. There, fans enjoy pervasive wireless access across the 1.6 million-square-foot stadium, and will soon have access in the outdoor concourse and parking lots - an additional 8.9 million square feet.

"We now have the most pervasive wireless experience in the NFL, thanks to our partnership with CDW," said Mark Feller, vice president of technology, Arizona Cardinals. "Our goal was to not only meet the expectations of our fans, but also exceed them. CDW's solution experts helped us select and deploy the best technology so we could really do it right and make it a great experience for our fans."

Barkley has anchored the serial "People Who Get IT" campaign since 2012, engaging CDW's audiences in a memorable way using humor to effectively deliver simple, clear messages that resonate with IT professionals and business leaders alike.

Ogilvy & Mather, Chicago, worked with CDW to develop the campaign. It features broadcast and online advertising, a dedicated content destination, social media and internal engagement programs, sales enablement, customer events, [CDW.com](#) promotions and public relations support. The ads, directed by award-winning and Hall of Fame television commercial director Joe Pytko, will run during the Monday Night Football broadcasts on ESPN, as well as during college game day and other sporting events on ESPN, ABC and Westwood One.

To access exclusive "Smart Growth" campaign materials, visit [CDW.com](#), [CDWCorp on Twitter](#), [CDW Corporation on Facebook](#), [CDW on LinkedIn](#) and [CDW on Spiceworks](#).

About CDW

CDW is a leading provider of technology solutions to business, government, education and healthcare. A Fortune 500 company, CDW was founded in 1984 and employs more than 7,100 coworkers. For the trailing twelve months ended June 30, 2014, the company generated net sales of \$11.3 billion. For more information, visit [www.CDW.com](#).

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