MANIFESTO DESTINY

HITACHI COMICS

№1

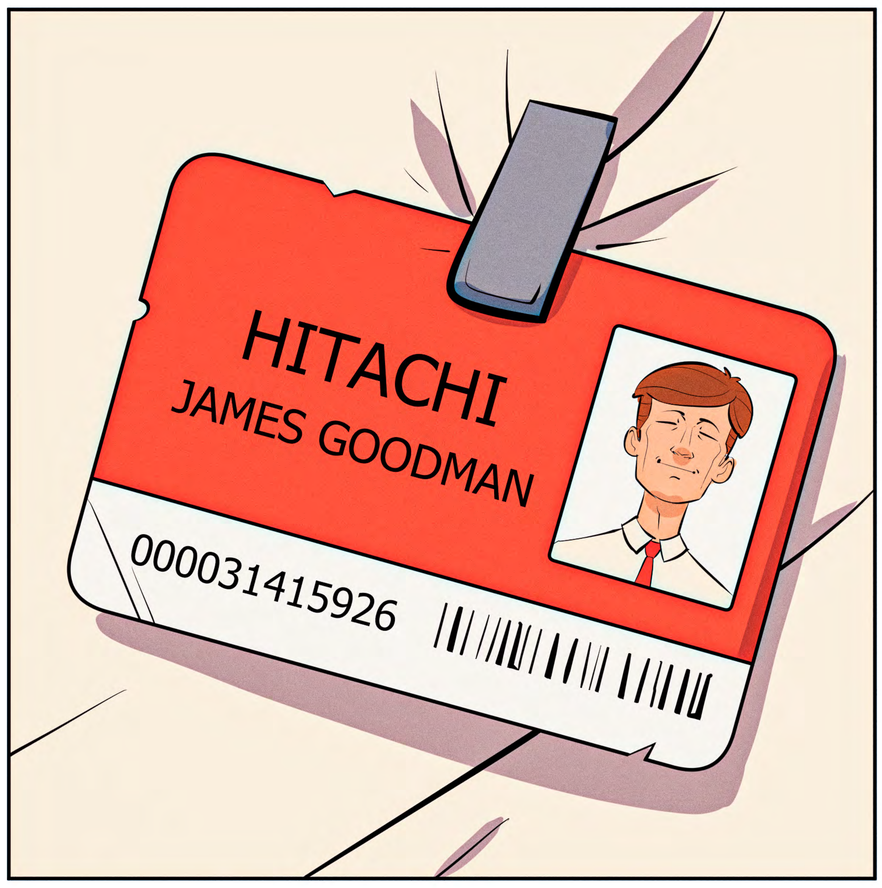
FREE COPY

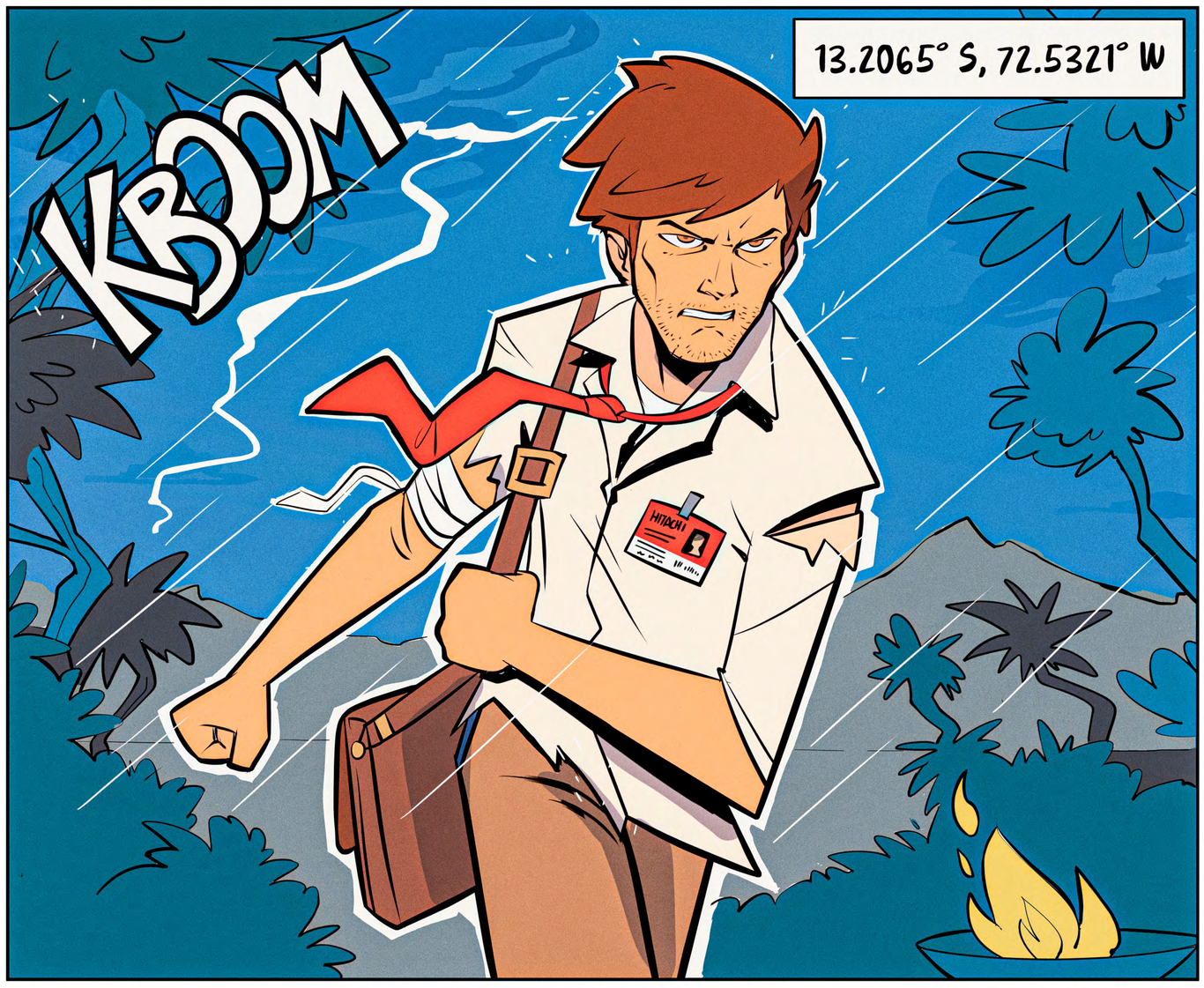
HITACHI

For far too long, Product Marketers have wandered the unforgiving jungle. Hounded by ravenous sales teams hungry for new assets. Stalked by groups of corporate, field, programs and partner marketing tribes on the hunt for fresh messaging. Stampeded by customers seeking different types of content than they needed in the past. Trapped in the pitfalls of policies and bloated, overgrown procedures that block their paths to success.

Rumors and legends speak of an altar hidden in the depths of the jungle. Upon that altar lies a single document.
A document which will teach them how new technologies, tools and techniques will help them adapt to life in the jungle so they can be more productive and effective.

This document, this manifesto of marketing, will usher in a new era of prosperity, simplicity and victory. Those who heed its words will have the power to smite their adversaries, the ability to influence their peers as well as outsiders, and elevate themselves into the pantheon of leaders in the new world.


HITACHI
JAMES GOODMAN
000031415926


KBOOM
13.2065° S, 72.5321° W
HITACHI


Atop an ancient stone altar
lies a stone tablet


The Manifesto!


Oh crap! I broke it!
CRACK

Whoa! That's a little bright!

BBZZZZ

Is...is that a thumb drive?

BBZZZZ

What secret knowledge does this ancient technology hold?

HOT! HOT! HOT! HOT!

FLASH

"OW! That's gonna leave a mark"

KBOOOOM

It's the Product Marketing Manifesto!

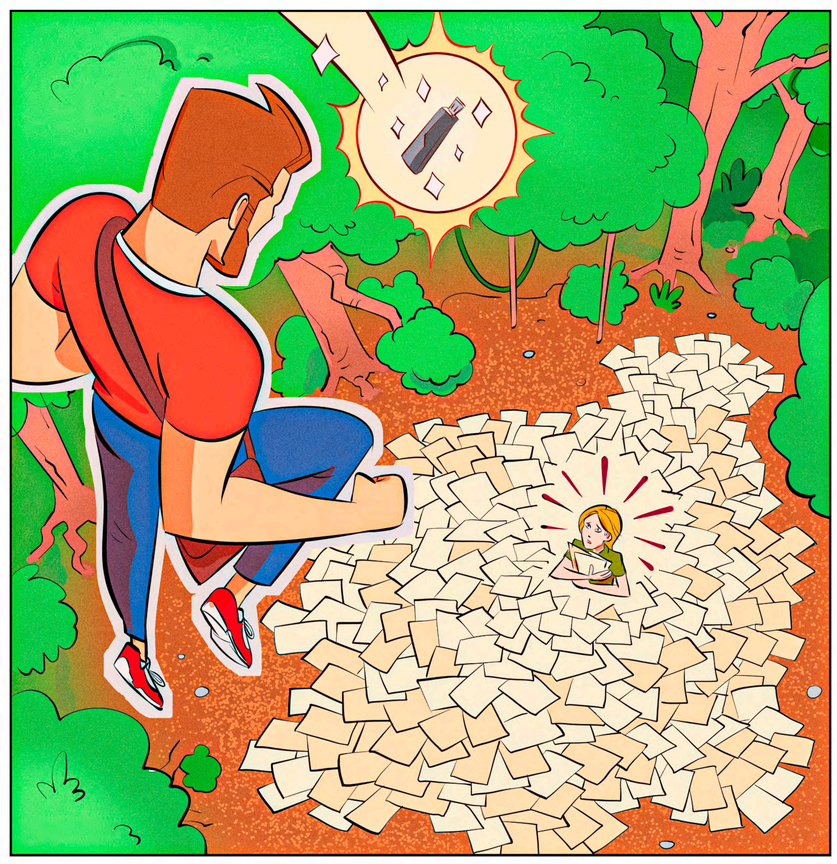
I feel new powers coursing through my veins! It's like 20 espressos with a side of Red Bull.
I...I must use my deep knowledge of customer needs, market trends and technology to guide customers on their journey with engaging and insightful content.

I am no longer James Goodman, I AM...uhhhh...hmmmm... Naming is hard. I need to go find my colleagues so we can workshop a name.
Anyway, back to my monologue. I shall embark upon a great quest to free my fellow product marketers from the doldrums of the old ways!


HELP!!


SOMEBODY PLEASE HELP ME!!


WOOOOM

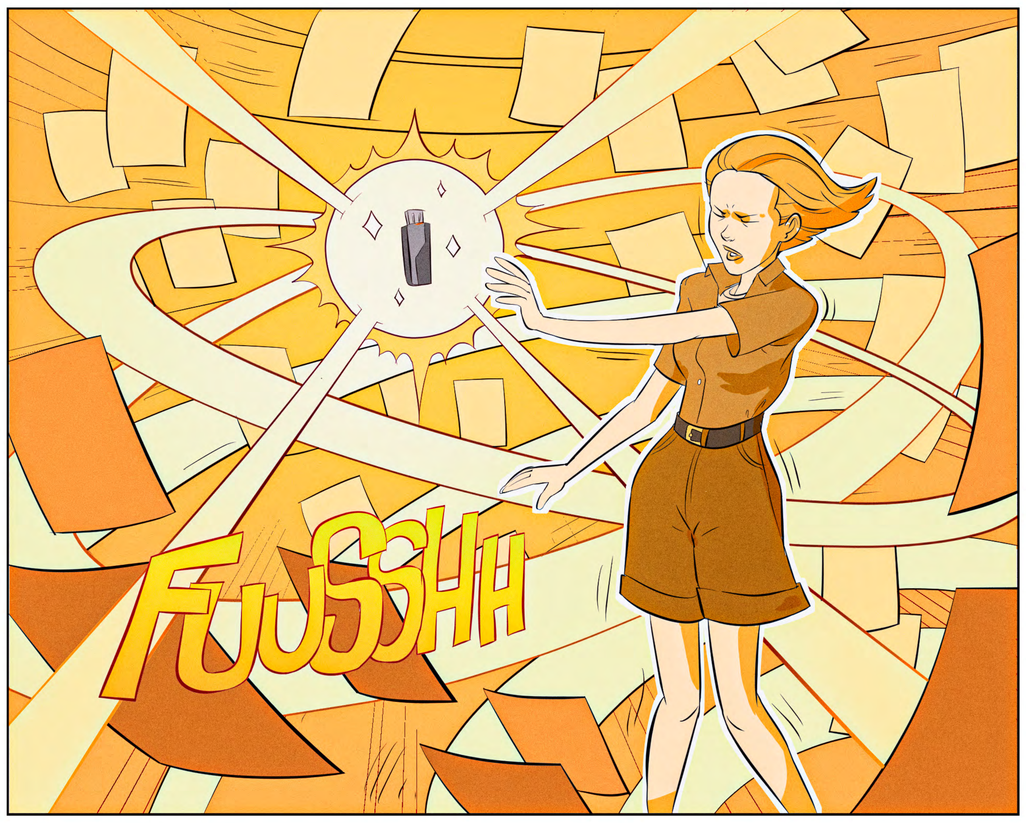



I've been spending all my time on creating thousands of data sheets and white papers, getting hammered by hundreds of questions from the sales team and I've had no time to save myself from the quicksand!

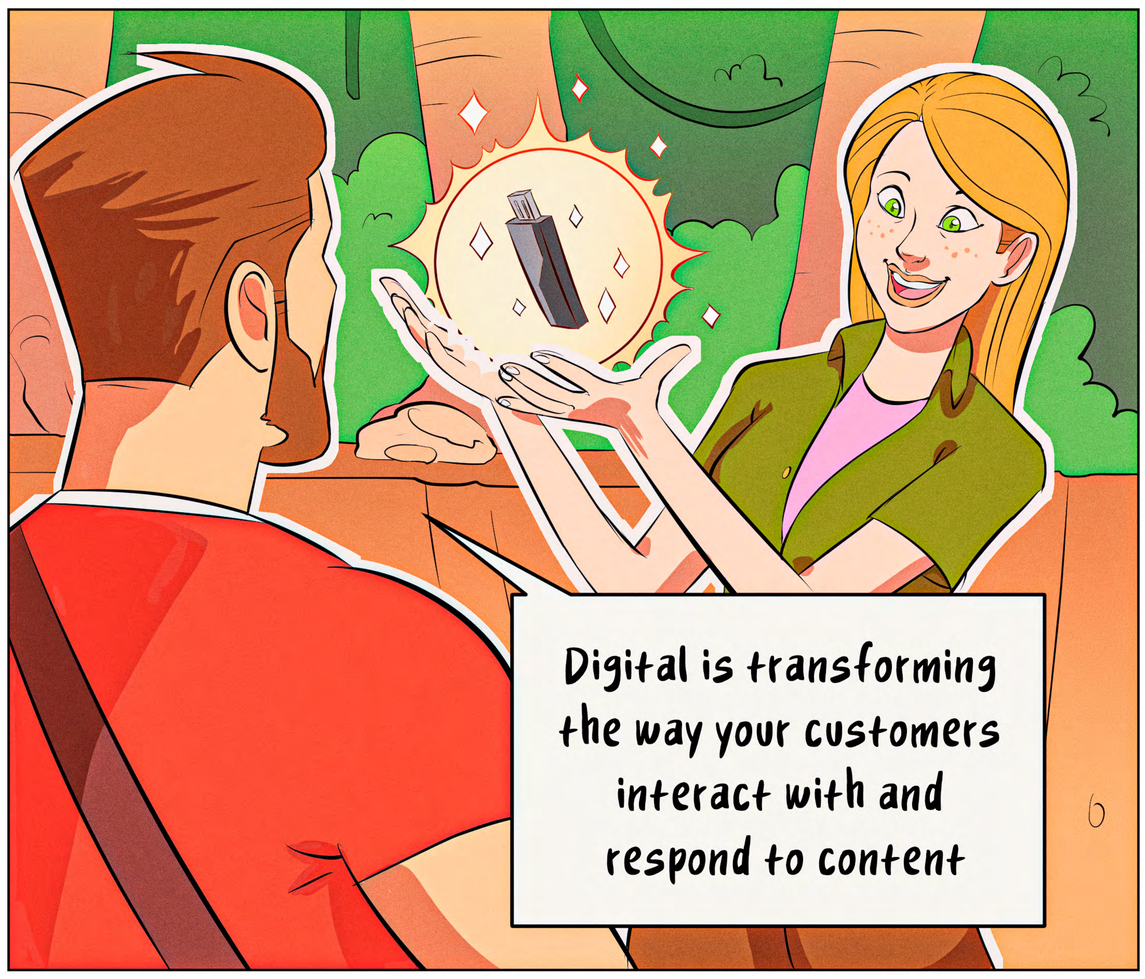

It's dangerous to go alone! Take This.


FUTURE

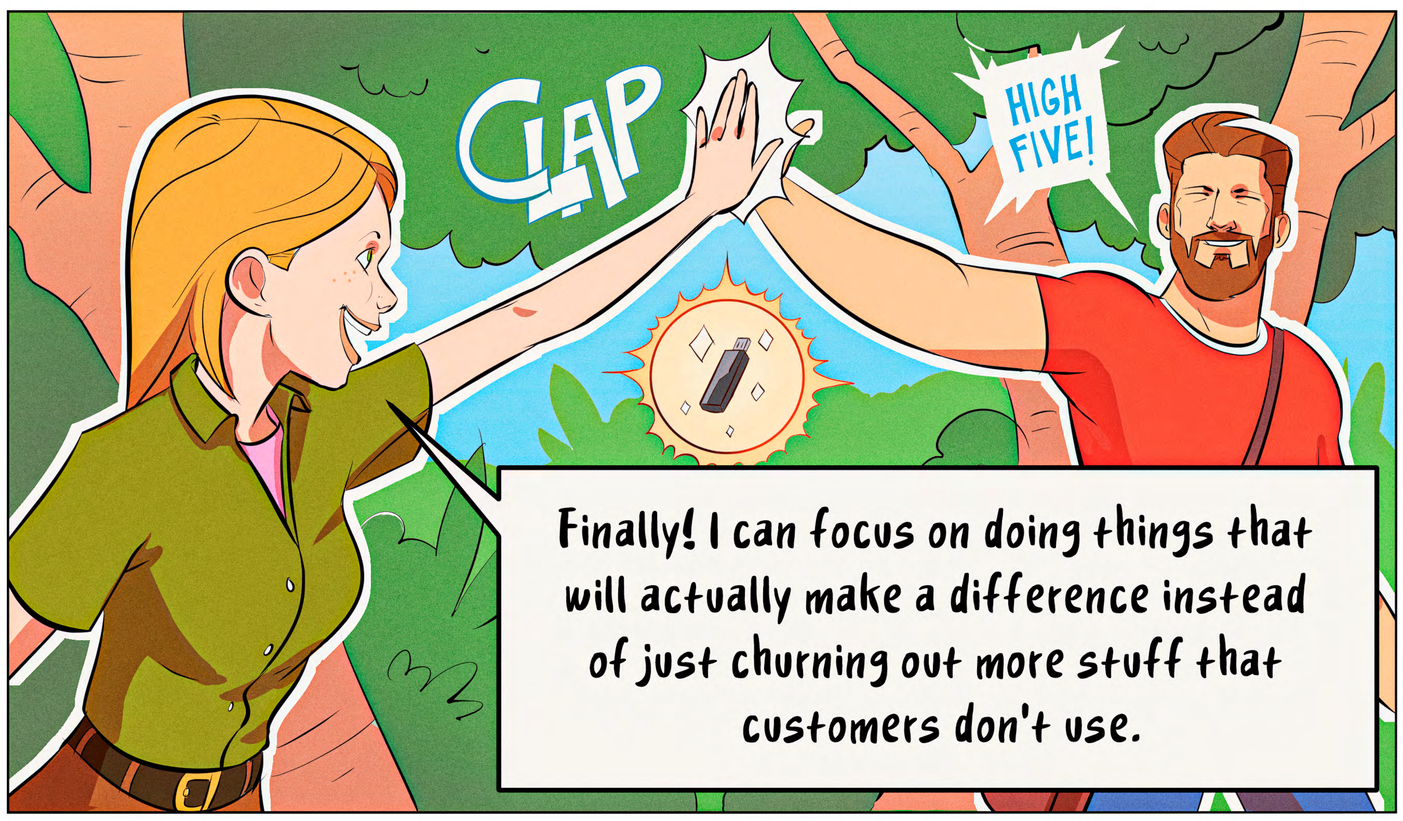



FUUSSHH


SSSHHH


Digital is transforming the way your customers interact with and respond to content


With this manifesto, you will be able to shift from primarily written content to heavy use of video, podcasts, social, AR, interactive content and emerging platforms. And you are free from the content quagmire! Heh heh heh, alliteration is fun


CLAP
HIGH FIVE!
Finally! I can focus on doing things that will actually make a difference instead of just churning out more stuff that customers don't use.


UH?
HELP!!


BYE BYE
SSSHHH



TRRRRYMM!!

HELP!!
HELP!!

Zoiks! A stampeding horde of beasts, I mean, customers sales teams and marketing groups seeking digital content!

TRRRRYMM!!

HELP!
I can't keep up this pace much longer!

Relax, friend. They mean you no harm, they're just thirsty for new types of assets.

ZAAAAP!!

You found it!!! The ellusive product marketing manifesto!

Awwwww, what a cute kitty! Do you like head scratches? Yes, yes you do. By creating compelling anchor pieces that speak to business and personal pain, you can better engage audiences. This content and it's derivatives can be propagated via the latest digital platforms to target customers' "watering holes" so they can more easily find your work. This lets you work smarter instead of harder.

Thank you for helping these majestic creatures find what they need.

Tell Rafiki that Simba is a good name and that Scar is a jerk

SSHH

HELP!

GRRR...

CLICK CLICK

These vines are so thick and everything looks the same. If I can't find may way out of here, our customers never will.

FLASH

?

SSHHIIN

SAPH!

SAPH!

SAPH!

CUT!

What do you call that little gadget you have there? How does it work?

The Product Marketing Manifesto makes use of your razor-sharp wit to cut through the web of marketing vines others spin into the market so your voice stands out. We can call this the, uh, 'laser saber' or maybe 'light knife'... {sigh} Naming is hard

The infrastructure jungle is crowded with competitors all making similar claims inthe same dull way. The power of this manifesto will endow you to speak insightfully, creatively, and candidly – occasionally using snark and humor to be slightly uncomfortable – to engage and delight your customers and sales teams.

Wwiiizzz

Whoa! That's a little bright!

FLASH!

LEAD THE ADVENTURE

IN A NEW TONE

ACT, AND ACT NOW!

CONTENT UBER ALLES

DIGITAL NATIVE

LEAD THE ADVENTURE

WE ARE THE ADVENTURE GUIDE AND AS SUCH WILL BE THE VOICE OF THE PRODUCT TO TEACH INSTEAD OF SELL BY SHARING KNOWLEDGE AND EXPERTISE; BE INTERNAL AND EXTERNAL THOUGHT LEADERS. WE WILL GUIDE CUSTOMERS ON THEIR JOURNEY WITH ENGAGING AND INSIGHTFUL CONTENT BASED ON OUR DEEP UNDERSTANDING OF CUSTOMER NEEDS, THE MARKET, TECHNOLOGY, COMPETITION, PRESS, ANALYSTS, TRENDS.

IN A NEW TONE

THE INFRASTRUCTURE LANDSCAPE IS CROWDED WITH COMPETITORS ALL MAKING SIMILAR CLAIMS IN THE SAME DULL WAY. WE WILL ENGAGE IN AUTHENTIC COMMUNICATION AND SPEAK INSIGHTFULLY, CREATIVELY, AND CANDIDLY - OCCASIONALLY USING SNARK AND HUMOR TO BE SLIGHTLY UNCOMFORTABLE - TO ENGAGE AND DELIGHT OUR CUSTOMERS.

DIGITAL NATIVE

DIGITAL IS TRANSFORMING THE WAY OUR CUSTOMERS INTERACT WITH AND RESPOND TO TECHNOLOGY. WE WILL SHIFT FROM PRIMARILY WRITTEN CONTENT TO HEAVY USE OF VIDEO, PODCASTS, SOCIAL, AR, INTERACTIVE CONTENT AND EMERGING PLATFORMS.

CONTENT UBER ALLES

WE WILL CREATE TIMELY, COMPELLING ANCHOR PIECES THAT SPEAK TO BUSINESS AND PERSONAL PAIN AND CAN BE REFACTORED TO TARGET “WATERING HOLES” AND AS A RESULT, WILL WORK SMARTER NOT HARDER. WE WILL ENGAGE OUR CUSTOMERS WITH COMPELLING CONTENT ACROSS THE LATEST DIGITAL PLATFORMS.

ACT, AND ACT NOW! WHAT WE SAY AND WRITE IS THE RAW MATERIAL FOR THE REST OF HITACHI VANTARA’S MARKETING FUNCTIONS. WE MUST BE THE CATALYST FOR THESE CHANGES. THERE IS NO TIME FOR A LONG AND DRAWN OUT EVOLUTION. WE MUST TAKE IT UPON OURSELVES TO ACT WITH URGENCY AND IMPLEMENT THESE CHANGES IMMEDIATELY TO CHAMPION THESE NEW WAYS OF COMMUNICATING WITH OUR AUDIENCES.

HITACHI

Inspire the Next



Scan this QR code or visit https://bit.ly/3401420 to read the Product Marketing Manifesto and fulfill your "Manifest(o) Destiny." Heh heh heh.