



SAP Customer Experience

Supercharge Marketing with Virtual Events

SAP Marketing Cloud and ON24

Sathyanarayanan Ramesh, SAP
March 09, 2021

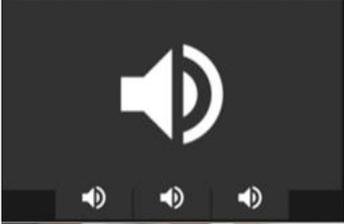
PUBLIC



**Virtual Events & Webcasts
should be an integral part
of your Marketing mix.**

Why? What? How?

Media Player



Slides



Q&A

Enter your question *

Submit



COMING SOON:
SAP Marketing Cloud | What's New Series

Register Now

SAP Customer Experience

Supercharge Marketing with Virtual Events

SAP Marketing Cloud and ON24

Sathyarayanan Ramesh, SAP
March 09, 2021



THE BEST RUN 

Additional Resources

-  SAP CX - Upcoming Webcasts
-  openSAP Microlearning
-  SAP Marketing Cloud Product
-  SAP Marketing Cloud Newsletter
-  Resource Center - SAP Customer Experience Solutions
-  SAP CX User Communities
-  Engagement Program

It is so meta!



Poll



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Agenda

The Catalyst

- Virtual Event as Marketing Tactic

Sizzling Chemistry

- SAP Marketing Cloud and ON24

Lab Manual

- Show and Tell

Synthesis

- Discussion and Summary



Chapter 1



Virtual Event as Marketing Tactic

Pivotal role in B2B Marketing



Hub for a strong community



Marketing
Cloud



Commerce
Cloud



SAP C/4HANA

5 Clouds and 7 Suite Attributes



Service
Cloud



Sales
Cloud



Customer Data Cloud



Harmonized
User Experience



End-to-End
Processes



Business and Master
Data Services



Business Intelligence
and Analytics



Platform Services



Extensibility
and Integration

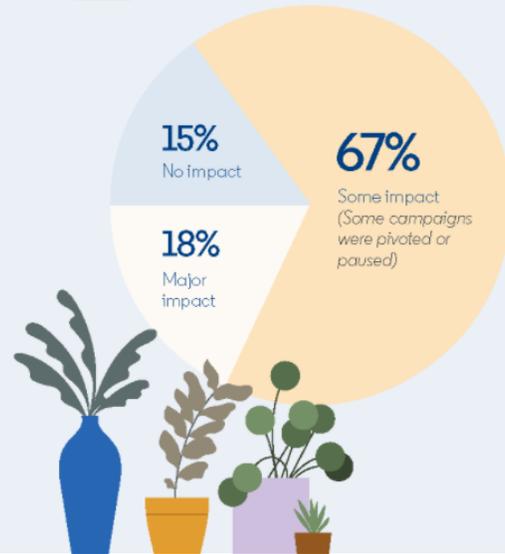


Open Ecosystem

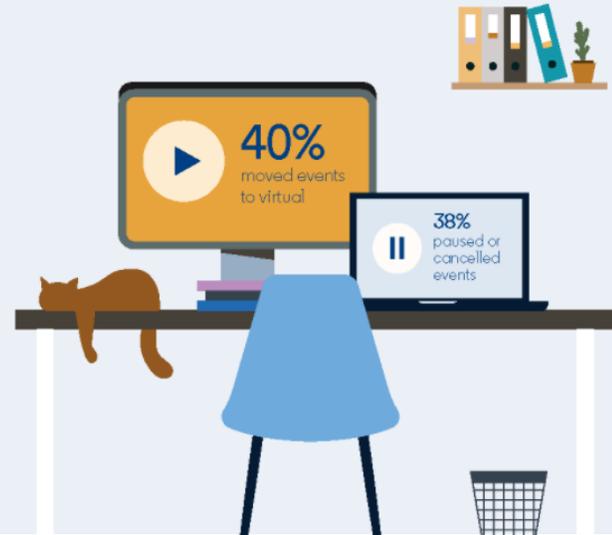


‘In the midst of chaos, there is also opportunity’

Impact on campaign strategies

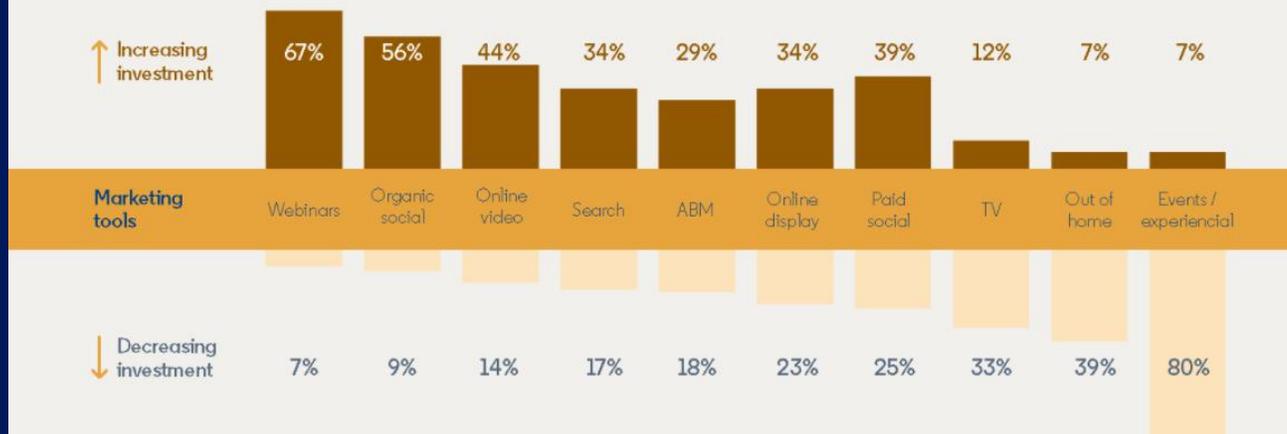


Impact on customer event strategies



Marketing mix shifts

Changes in investment in marketing tools



Source: [Survey by LinkedIn and Alida.](#)

Virtually Everything has become... Virtual!



KEY CHANGES AT A GLANCE

The below figures give a highlight of some of the key changes seen in webinar usage in April 2020.

Audiences are craving webinars even more, **consuming 295% more webinar content** than the 2019 daily average.

Webinar hours per day in April

2020 **168,615**

2019 **42,913**

Businesses are turning to webinars to create connections. April 2020 saw a **167% increase in webinars** run on ON24's platform compared to the 2019 average.

Number of webinars in April 2020

19,294

Average webinars per month in 2019

7,234

ON24

Webinars are becoming larger and engaging at scale. More than half of all ON24 webinars now have 100 participants or more, while nearly one in four (24%) have 500 attendees or more—up from 15% in 2019.

Webinars with at least 100 participants

April 2020

52%

2019

41%

Source: [ON24 Benchmark report](#)

Prime Time

The show must go **ON**

- Scale
- Space and Time
- Cost Effective
- New forms of Interaction
- Better Capture of Data and Signals



“Medium is the Message”

Marshall McLuhan

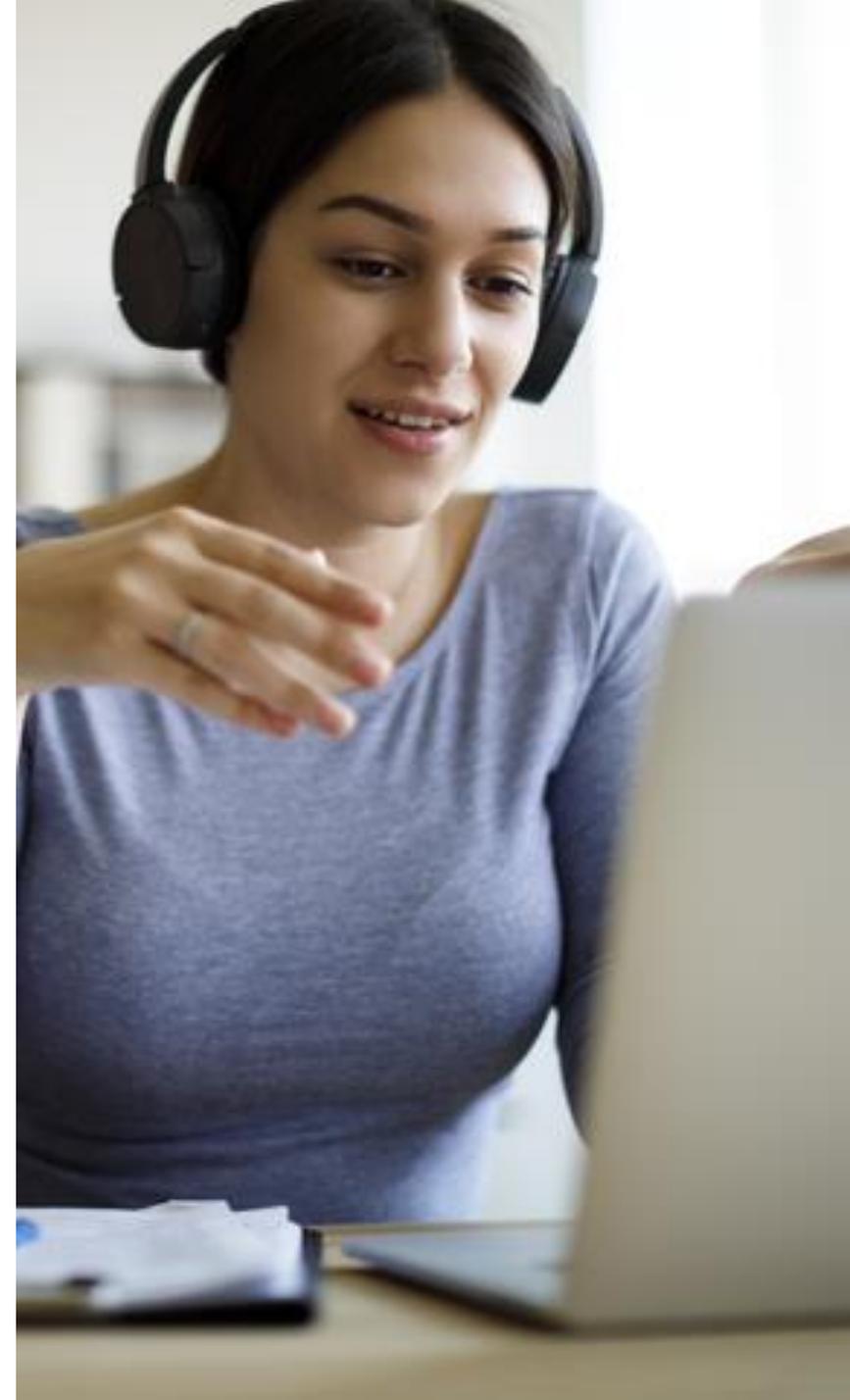
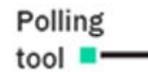
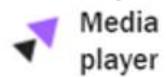
‘it is the medium that shapes and controls the scale and form of human association and action’

Virtual Event
Experience

Engagement

Data

Experiences attract Engagement



Engagement delivers Data

DEMOGRAPHIC DATA

Are they right for us?

BEHAVIORAL DATA

Are we right for them?

DATA SOURCE

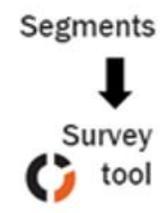
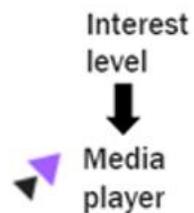
- Registration form

- Webinar activity

DATA CATEGORIES

- Company name
- Job title
- Company size
- Industry
- Role

- Time in webinar
- Number and type of interactions
- Pain points
- Questions and direct responses
- Degree of receptivity



Data reveals Actionable Insights

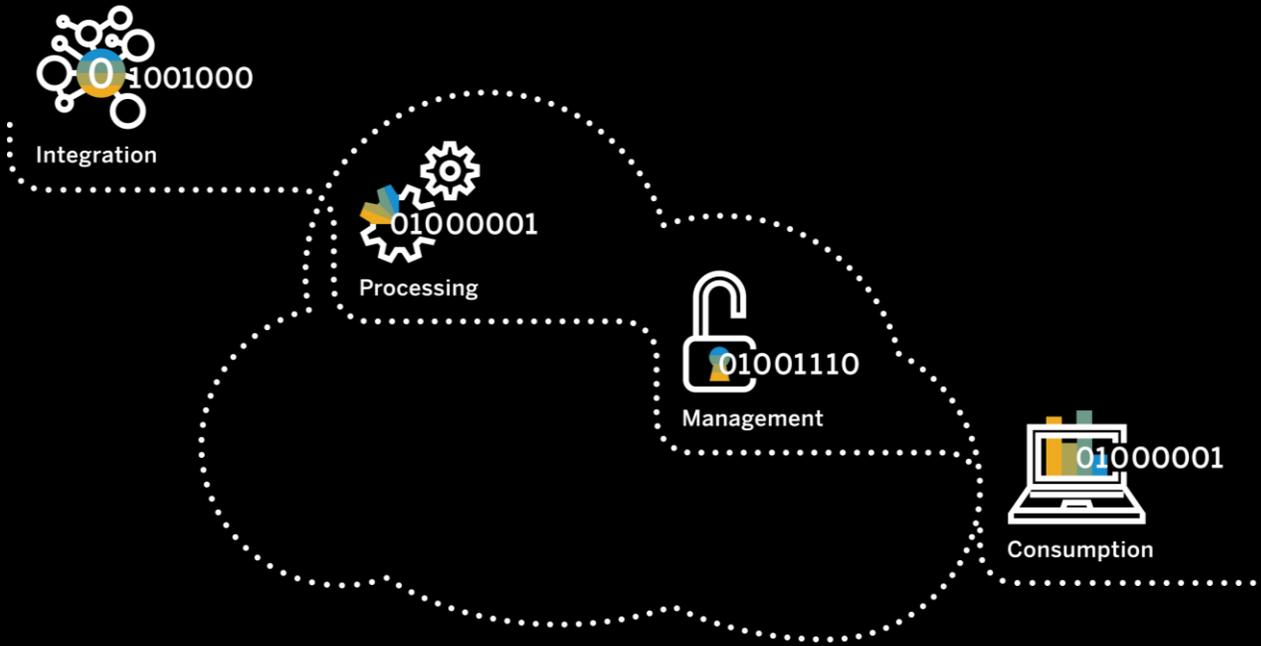
Develop enriched customer profiles
from data of Event participation

Gain deeper customer insights
and understand intent

Identify hidden trends and deliver
personalized engagement at scale



Chapter 2



Integration

SAP Marketing Cloud & ON24

“Intelligent Enterprises are Integrated Enterprises”

SAP

‘End-to-end business processes in the Intelligent Enterprise span across SAP’s Intelligent Suite, partner and third party solutions.’

Blueprint

Pre-Event

- Content Alignment & Mapping
- Promotion for Registration
- Influencer Marketing
- Co-Marketing
- Registration Pages
- Reminders
- Social Buzz

Event

- Content Delivery
- Calls to Action
- Interactions like Polls and Q&A
- Capture of signals and pain points
- Promotion for up-coming events

Post Event

- Follow-Up Communication
- Customer Profile Enrichment
- Lead Scoring and Nurturing
- Sales Handover
- On-Demand Extension
- Content Reuse
- Continuous Improvement



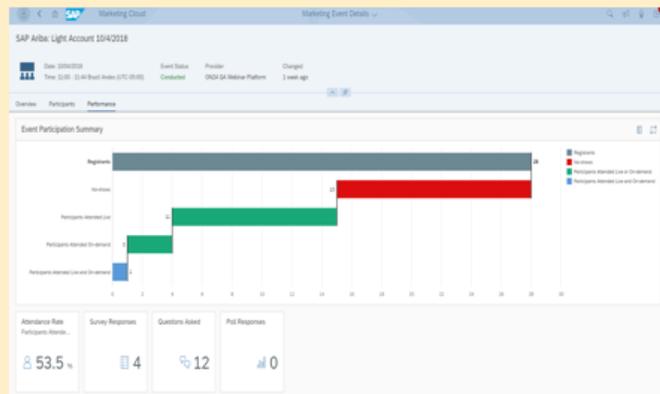
 SAP Marketing

 Event Partner

Identify Target Group
Execute Campaign to drive up Registration
Track Event Performance
Use Event Data for follow-up Marketing

SAP Marketing Cloud

Marketing Events



SAP Cloud Integration

Import Events
Import Participants
Import Engagement Data

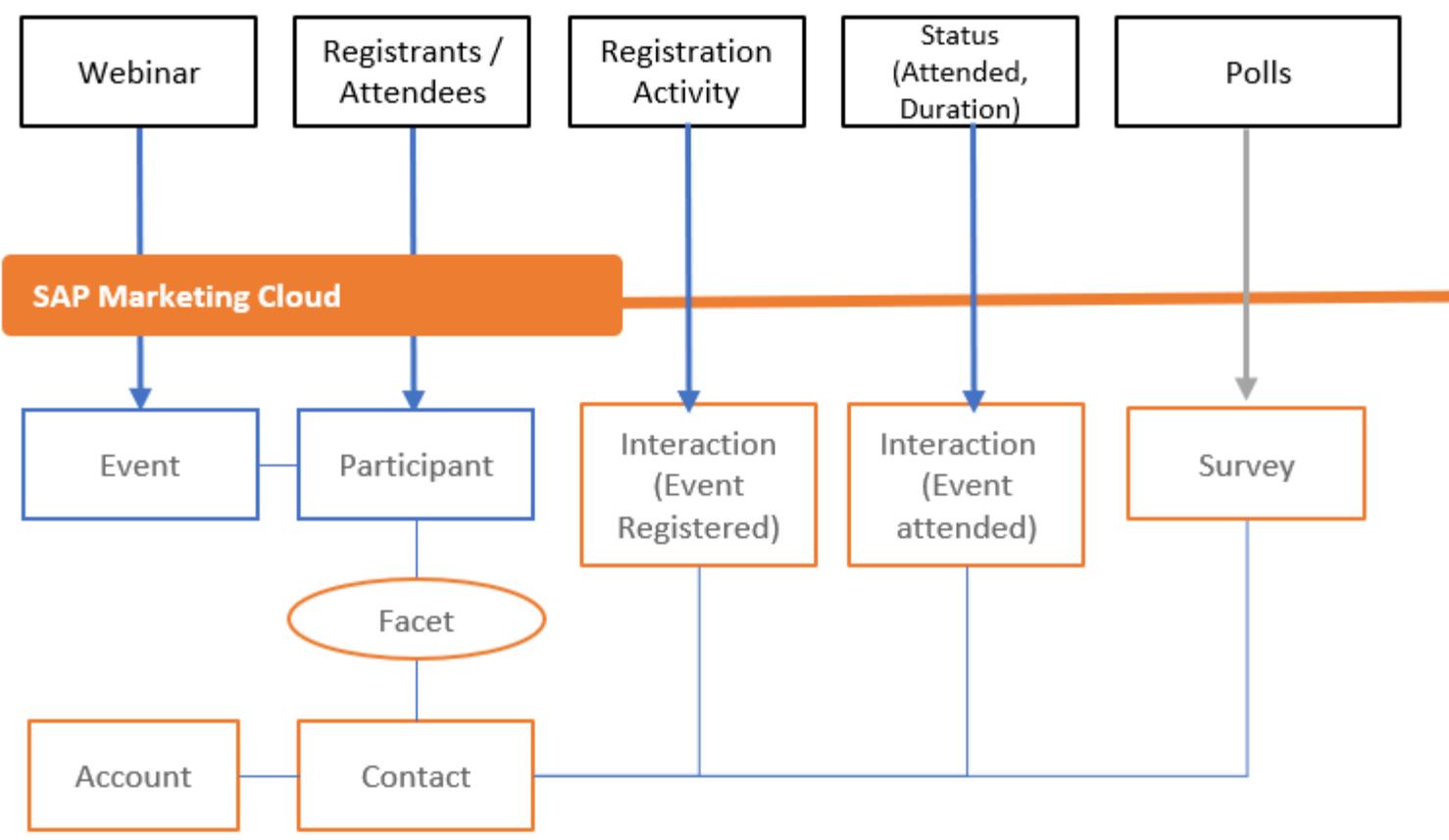
Mapping

Create Events
Handle Registrations
Conduct Event

Event Platforms

ON24

Webinar Platform (like On24)



Key Capabilities



Import the list of webinars with key data and use the details for promoting through campaign to drive up registration

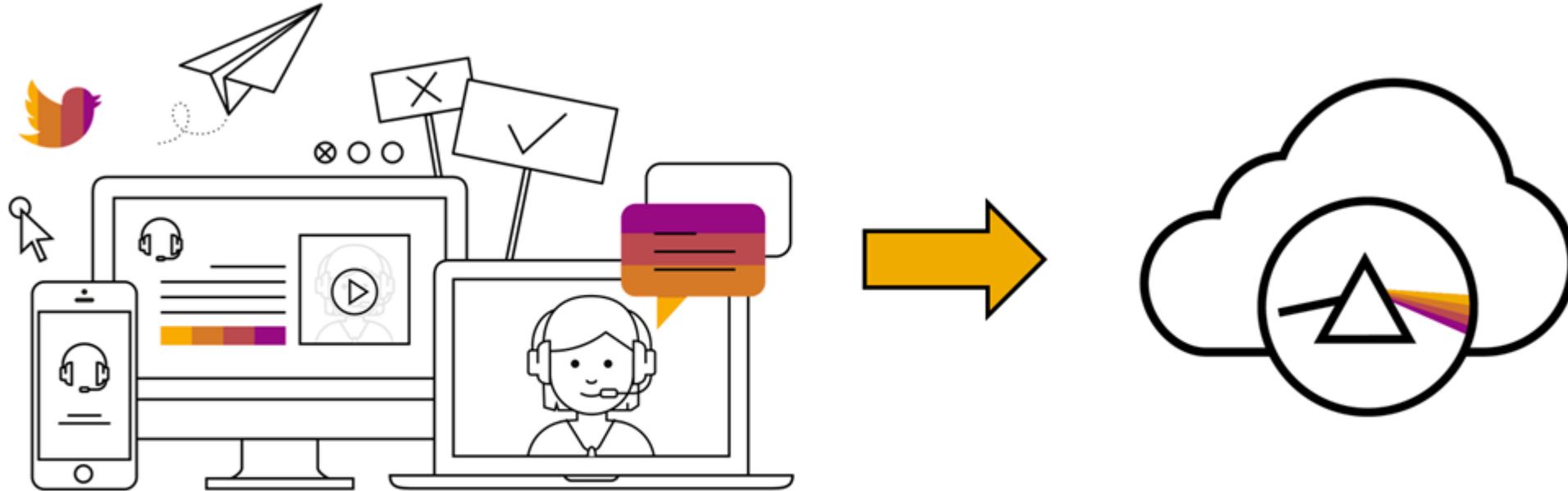


Automatically create / update contacts based on webinar registrations and create interactions from activities like attending the webinar



View relevant webinar information from within Marketing cloud for subsequent marketing activities

Business Benefits



Use standard targeting and campaign infrastructure to effectively promote the webinar to existing contact base and drive up registration.

Garner additional contacts and leads based on new registrants for the webinar and activity of the participants during the webinar

Leverage insights from webcasts and statistics from within Marketing cloud for subsequent marketing activities

Markus Nowatius

Global Director – Marketing Automation at Rohde & Schwarz GmbH

	Before			After
 Planning & Scheduling & Overview				
 Target Group Segmentation	High manual effort to identify correct people from various webinars to build specific target group			Target group building now completely possible by using SAP Segmentation Model
 Invitation Handling				
 Prepare, release and link registration touchpoints	High alignment and time efforts to coordinate and setup new web forms within CMS for release	 		Usage of ON24 registration forms including reminder flows and possibility to share templates globally
 Exporting registrations	Manual effort to export, transform and upload registrations or attendees from non M4C registration forms	 		No longer necessary due to seamless integration with SAP Marketing Cloud
 Registration follow-up handling / reminders	No automated follow-up nurture streams (reminder). Need to be manually created and started separately	 	 	Usage of ON24 registration forms including reminder flows and possibility to share templates globally
 Webinar execution				
 Webinar data export of participants	Manual effort to export, transform and upload registrations or attendees from non M4C registration forms			No longer necessary due to seamless integration with SAP Marketing Cloud
 External Webinar survey analysis	Survey analysis done external with need to upload or identify people for automated sales push			No longer necessary due to seamless integration with SAP Marketing Cloud. Usage of segmentation model analysis
 Webinar data transformation and upload	Manual effort to export, transform and upload registrations or attendees from non M4C registration forms	 	 	No longer necessary due to seamless integration with SAP Marketing Cloud
 Global reporting & transparency	High manual effort to extract and prepare data from different local sources in order to get global overview	 	 	All events are mirrored from ON24 in SAP Marketing Cloud. Analysis via SAP Analytics Cloud.



Manual effort



Time delay



Automated



Speed up

Poll



Chapter 3



Show & Tell



Adam

Marketing Administrator

- Deploy iFlows
- Use extensibility to adapt to custom requirements
- Schedule Application Job to import Event information

Import Marketing Events

SAP New Job 🔍 🔔 👤 New

Events: Import Marketing Events

GENERAL INFORMATION | SCHEDULING OPTIONS | PARAMETERS

*Job Template: 🔗
Job Name:

Scheduling Options

Define Recurrence Pattern

Start Immediately:
Start: 📅
Recurrence Pattern: Repeat Job Every 1 Day(s)
End: No End Date Defined

Parameters

Parameter Section

Select Provider
Marketing Event Provider: 🔗

Incremental Data Load
Delta Update:

Initial Data Load
Load Data From Date: 📅

Schedule | Check | Template | Cancel



Extensibility

Extensible Business Context

- Marketing Events
- Marketing Event Participants

Dedicated iFlows to fetch custom fields from the event platform

Custom Fields in Events and Participants are available for segmentation





Kim

Content Manager

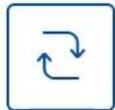
- Create webinar in webinar platform
- Manage webinar content
- Create content for promotion and communication

Webinar Invite

Design HTML Preview ▾

EN ▾

Email Subject:



The design preview shows a dark-themed banner with the text "Convert your Business Processes to Project Plans" in white. Below the text is a blue button that says "Register for the Webinar!". To the right of the button is a small icon for moving the element. Below the banner is a light blue graphic with the "ruum" logo in the center. Surrounding the logo are several circular icons for various services: SAP, box, zapier, OneDrive, and Google Drive. A small circular profile picture of a woman is visible in the bottom left corner of the design area.

Top Padding:

— 8 + px

Bottom Padding:

— 8 + px

Left Padding:

— 20 + px

Right Padding:

— 20 + px

Link Properties

Type:

Standard ▾

*URL:

<https://eventqa.on24.com/wcc/r/5518842/02432842...>

Title:

Registration Link



Sathya

Nurtured lead

- Register for webinar
- Attend the webinar
- Engage during the webinar

HM hybris Marketing <saphybrismarketingdemo.se.lobcustomer.1@sap.com>

Ramesh, Sathyanarayanan

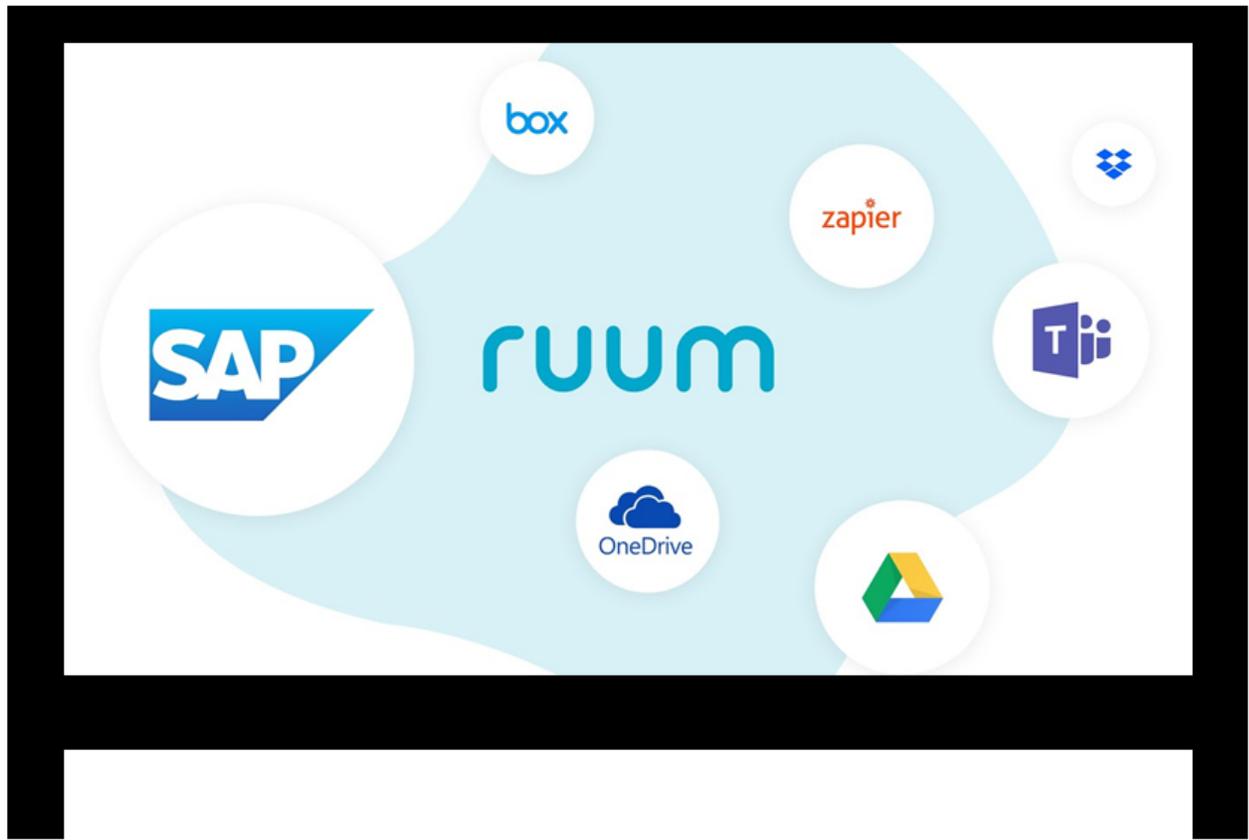
[CAUTION] You're invited to our exclusive Webinar

If there are problems with how this message is displayed, click here to view it in a web browser.

https://eventqa.on24.com/wcc/r/5518842/02432842e0fce68f042316b75f36709?utm_source=saphybris&utm_medium=email&utm_campaign=send_test&utm_term=webinar_invite__registration&utm_content=en
Click or tap to follow link.

Convert your Business Process

Register for the Webinar!



File **Message** Help PDF-XChange Tell me what you want to do

Ignore Delete Archive Reply Reply All Forward Reply & Delete To Manager Done Create New

Quick Steps

Move Rules OneNote Actions

Assign Mark Categorize Follow Up

Tags

Translate Editing

Read Aloud Speech

Zoom

Mon 30-Sep-19 7:54 PM

Webcast <do_not_reply@on24event.com>

Thank you for registeringTo  Ramesh, Sathyanarayanan

Thank you for registering for Convert your Business Processes to Project Plans. Save this email for details on the webcast.

LIVE WEBCAST DATE: September 30, 2019

LIVE WEBCAST TIME: 07:34 PM IST

Use the link below to enter the webcast up to 15 minutes before the start.

WEBCAST LINK: <https://eventqa.on24.com/wcc/r/5518842/02432842E0FCEF68F042316B75F36709?mode=login&email=Sathyanarayanan.Ramesh@sap.com>

EMAIL: Sathyanarayanan.Ramesh@sap.com

Thank you and enjoy the webcast!

[Outlook/iCal](#)[Google Calendar](#)



Emma Brown
Marketing Generalist

- Review performance of Events
- Segment and create target groups based on Event information
- Review operational report for aggregated trends

Marketing Events Application

The screenshot displays the SAP Marketing Cloud interface. At the top, the SAP logo and 'Marketing Cloud' are visible, along with a 'Home' dropdown menu. Below this is a navigation bar with tabs for 'Launch', 'Campaign Management', 'Insight', 'Contacts and Profiles', 'Marketing Data', 'Recommendation', 'Leads and Accounts', and 'Segmentation'. The 'Campaign Management' section is active, showing a grid of tiles. The 'Marketing Events' tile is highlighted with a yellow border and displays a count of 246. Other tiles include 'Marketing Calendar', 'Campaigns', 'Customer Journey Manager', 'Content Studio', 'Template-Based Segmentation', 'Segmentation Models', 'Segmentation Building Blocks', 'Marketing Plans', 'Programs', 'Quick Campaign Spend', 'Attribution Spend Optimization', 'Attribution Performance Measur...', and 'Monitor Campaign Execution'. Below this is the 'Insight' section with tiles for 'Sentiment Engagement', 'Behavior Insight', and 'Customer Journey Insight'.

Marketing Cloud Home

Launch Campaign Management Insight Contacts and Profiles Marketing Data Recommendation Leads and Accounts Segmentation

Campaign Management

Marketing Calendar Campaigns Customer Journey Manager Content Studio Create Emails, ... Template-Based Segmentation Segmentation Models Segmentation Building Blocks

Marketing Plans Programs Quick Campaign Spend Use Campaigns App Attribution Spend Optimization Attribution Performance Measur... Marketing Events 246 Monitor Campaign Execution

Insight

Sentiment Engagement Behavior Insight Customer Journey Insight



Events ▾

con ✕ 🔍

Status: ▾

Date Range: MM/dd/yyyy - MM/dd/yyyy 📅

Adapt Filters (1)

Marketing Events (8)

↕ ⚙️ 📄 ▾

Name	ID	Date	Time	Status	Provider	
GDPR Compliant SAP Template - Conc...	699	03/19/2020	11:00 - 12:00 Greenwich UK with DST (UTC...	Ready	ON24 Webinar Platform	>
TEMPLATE - ENT SAP Concur	672	01/01/2020	09:00 - 10:00 Pacific Time (Los Angeles) (U...	Ready	ON24 Webinar Platform	>
Customer Spotlight: Delaware Consulti...	656	11/30/2019	09:00 - 10:00 Pacific Time (Los Angeles) (U...	Ready	ON24 Webinar Platform	>
Forward Looking Insights You Can Be ...	657	11/30/2019	09:00 - 10:00 Pacific Time (Los Angeles) (U...	Ready	ON24 Webinar Platform	>
Master the Challenges of Cash, Payme...	645	11/01/2019	09:00 - 09:14 Pacific Time (Los Angeles) (U...	Ready	ON24 Webinar Platform	>
TEST Supplier Summit for Consults	638	10/31/2019	08:00 - 09:00 Brazil Andes (UTC-05:00)	Ready	ON24 Webinar Platform	>
Convert your Business Processes to Pr...	630	3 days ago	19:34 - 20:34 India (UTC+05:30)	Conducted	ON24 Webinar Platform	>
How to build your confidence	275	06/19/2019	16:30 - 17:00 India (UTC+05:30)	Conducted	GoToWebinar Event Platform	>



Imported list of Events



Convert your Business Processes to Project Plans



Date: 3 days ago
Time: 19:34 - 20:34 India (UTC+05:30)

Event Status
Conducted

Provider
ON24 Webinar Platform

Changed
8 minutes ago



Overview Participants Performance

ID:
630

External ID:
5518842

Name:
Convert your Business Processes to Project Plans

Marketing Area:
Global

Registration URL:
<https://eventqa.on24.com/wcc/r/5518842/02432842E0FCEF68F042316B75F36709>



Event details including registration link

Convert your Business Processes to Project Plans



Date: 3 days ago

Time: 19:34 - 20:34 India (UTC+05:30)

Event Status

Conducted

Provider

ON24 Webinar Platform

Changed

8 minutes ago

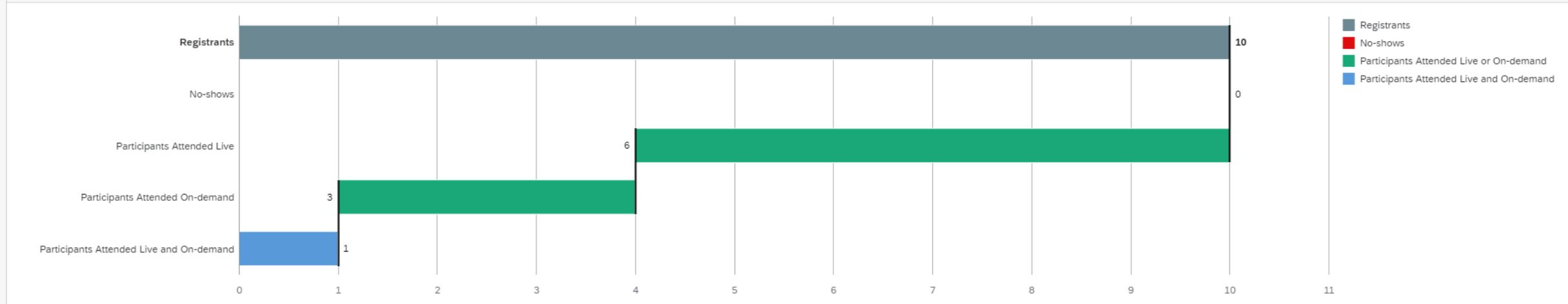


Overview

Participants

Performance

Event Participation Summary



Attendance Rate
Participants Attended...

100 %

Survey Responses

8

Questions Asked

6

Poll Responses

2



Success summary for each Event

Convert your Business Processes to Project Plans



Date: 3 days ago
Time: 19:34 - 20:34 India (UTC+05:30)

Event Status
Conducted

Provider
ON24 Webinar Platform

Changed
8 minutes ago



Overview **Participants** Performance

Participants (10)

Search 🔍 ⬆️ ⬆️ ⚙️ 📄 ▾

Name	Company Name	Email	Status	Total Duration
Sathyanarayanan Ramesh	SAP	sathyanaray...esh@sap.com	Attended	24 minutes >
Rahul Kashyap	Global Scholar	rahul.kashya...lar.com	Attended	1 minutes >
Arun Suresh	SAP	arun.suresh...m	Attended	1 minutes >
Pravasini sahuo	SAP	spravasini1...om	Attended	34 minutes >
Sreejith Govindan	SAP	sreejith.govi...ap.com	Attended	4 minutes >
Varsha Singla	Global Scholar	varsha.singl...ar.com	Attended	5 minutes >
lalit gupta	ASAP	lalit.gupta@...n	Attended	2 minutes >
Nyna Rao	ASAP	nyna.rao@a...l.com	Attended	30 minutes >
Brigliador Boulu00e99	Cafu00e9 Cu00e9line	brigliadorbo...eceline.com	Attended	6 minutes >
Trishna Kapoor	Telco	trishna.kapoo...ab.com	Attended	5 minutes >



Participant Details

Sreejith Govindan



Polls

1

Surveys

1

Q&A

1



Polls Surveys Q&A

Question: When are you planning to implement work management solution in your organization?
Answer: 1 -3 months

SURVEYS

5518842_survey1

Question: Would you be interested in a meeting with our sales representatives?
Answer: Yes

Question: How would you rate this webinar?
Answer: Good

Question: What topic would you like us to cover in the future webinars
Answer: Project management using Kanban

Q&A

Question: Do you have a free trial option?
Answer: yes



Q&A, Poll and Survey responses of the participant

Convert your Business Processes to Project Plans



Date: 3 days ago

Time: 19:34 - 20:34 India (UTC+05:30)

Event Status

Conducted

Provider

ON24 Webinar Platform

Changed

9 minutes ago



Overview **Participants**

Participation Summary



Sathyanarayanan Ramesh

SAP

[View Contact](#)

Participation Score:
4

Live Duration:
16 minutes

On-demand Duration:
8 minutes

Participants (10)

Name

[Sathyanarayanan Ramesh](#)

[Rahul Kashyap](#)

[Arun Suresh](#)

[Pravasini sahuo](#)

[Sreejith Govindan](#)

[Varsha Singla](#)

[lalit gupta](#)

[Nyna Rao](#)

[Brigliador Boulu00e99](#)

[Trishna Kapoor](#)

Global Scholar

ASAP

ASAP

Cafu00e99 Cu00e99line

Telco

Email

sathyanaray...esh@sap.com

rahul.kashya...lar.com

arun.suresh...m

spravasini1...om

sreejith.govi...ap.com

varsha.singl...ar.com

lalit.gupta@...n

nyna.rao@a...e.com

brigliadorbo...eceline.com

trishna.kapoo...ob.com

Status

Attended

Search



Total Duration

24 minutes

1 minutes

1 minutes

34 minutes

4 minutes

5 minutes

2 minutes

30 minutes

6 minutes

5 minutes



Link to the Contact associated with the participant record



Sathyanarayanan Ramesh

sathyanarayanan.ramesh@sap.com

Corporate Account

SAP

Latest Interaction

Survey Response

09/30/2019

Event related interactions in Contact profile

- Overview
- Interactions
- Personal Data
- Origin Data
- Scores
- Permission Marketing
- Leads
- Policies

- Interests
- Tags

Reset Filters

- Timeline
- Journey

No interests in current selection



- All
- Inbound
- Outbound
- Unknown

Loyalty: 1	Service: 0	Website search: 0	Sales: 0	Lead: 0	Opportunity: 0
Activity: 0	Phone: 0	Event: 2	E-Mail: 28	Web: 2	



September 2019

- Web: Survey Response (Marketing Area: Global MA)
- Loyalty: Loyalty Points Redeemed (Marketing Area: Global)
- Convert your Business Processes to Project Plans: Event Attended (Marketing Area: Global)
- E-Mail: Outbound Email (Marketing Area: Global)
- Convert your Business Processes to Project Plans: Event Registered (Marketing Area: Global)
- E-Mail: Outbound Failed New Email (Marketing Area: Global)





Sathyanarayanan Ramesh

sathyanarayanan.ramesh@sap.com

Corporate Account



SAP

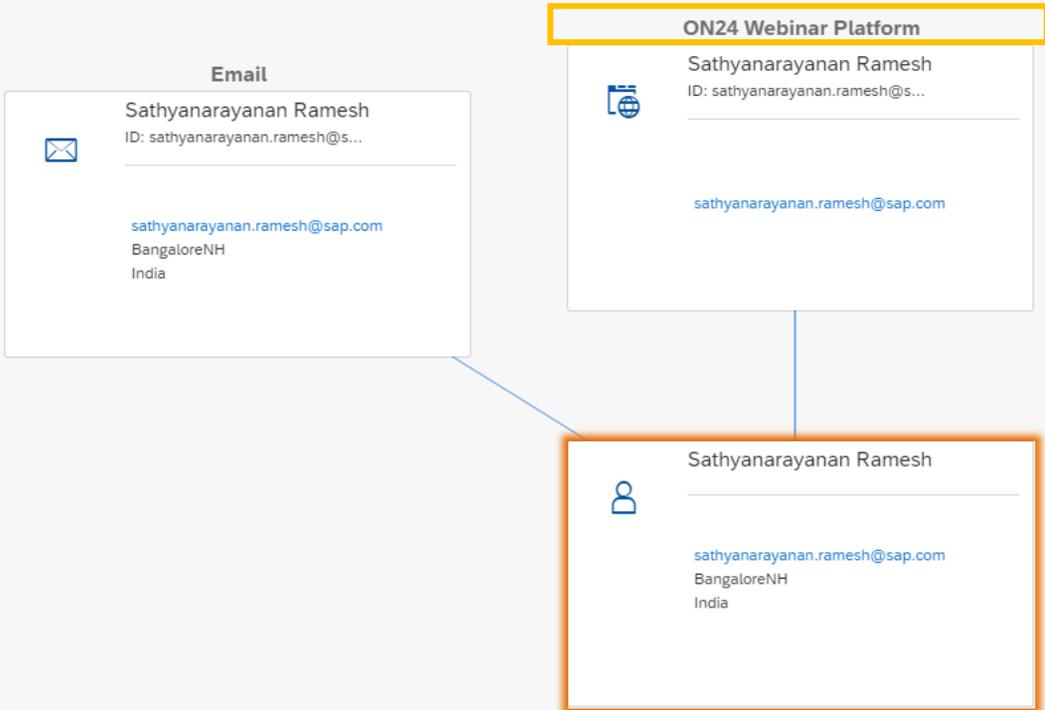
Latest Interaction



Survey Response

09/30/2019

- Overview Interactions Personal Data Origin Data Scores Permission Marketing Leads Policies



Event platform as a system of origin



Segmentation based on standard and custom fields

Segmentation

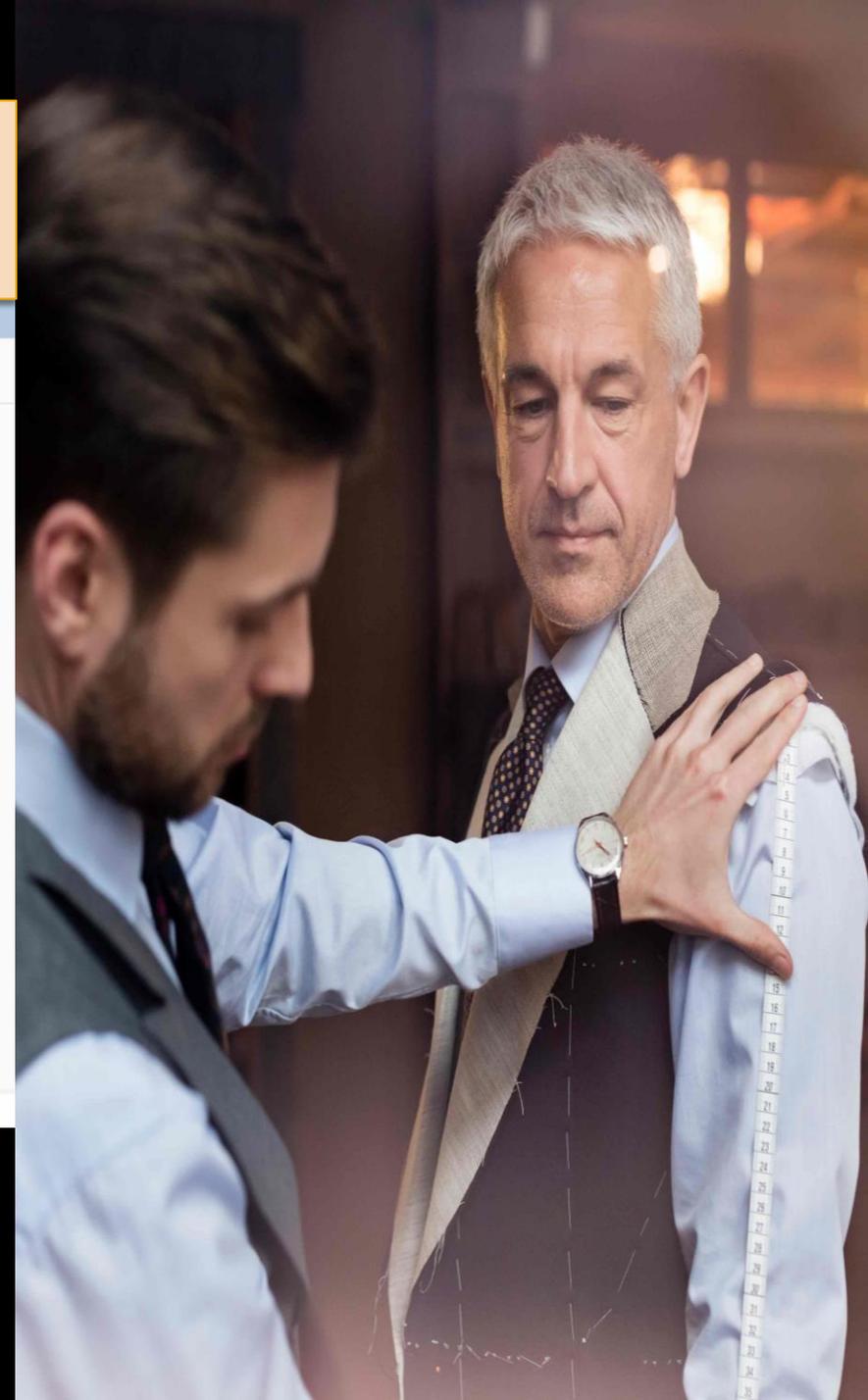
Segmentation Model: **Segmentation Model** Profile: All Consumers

Search

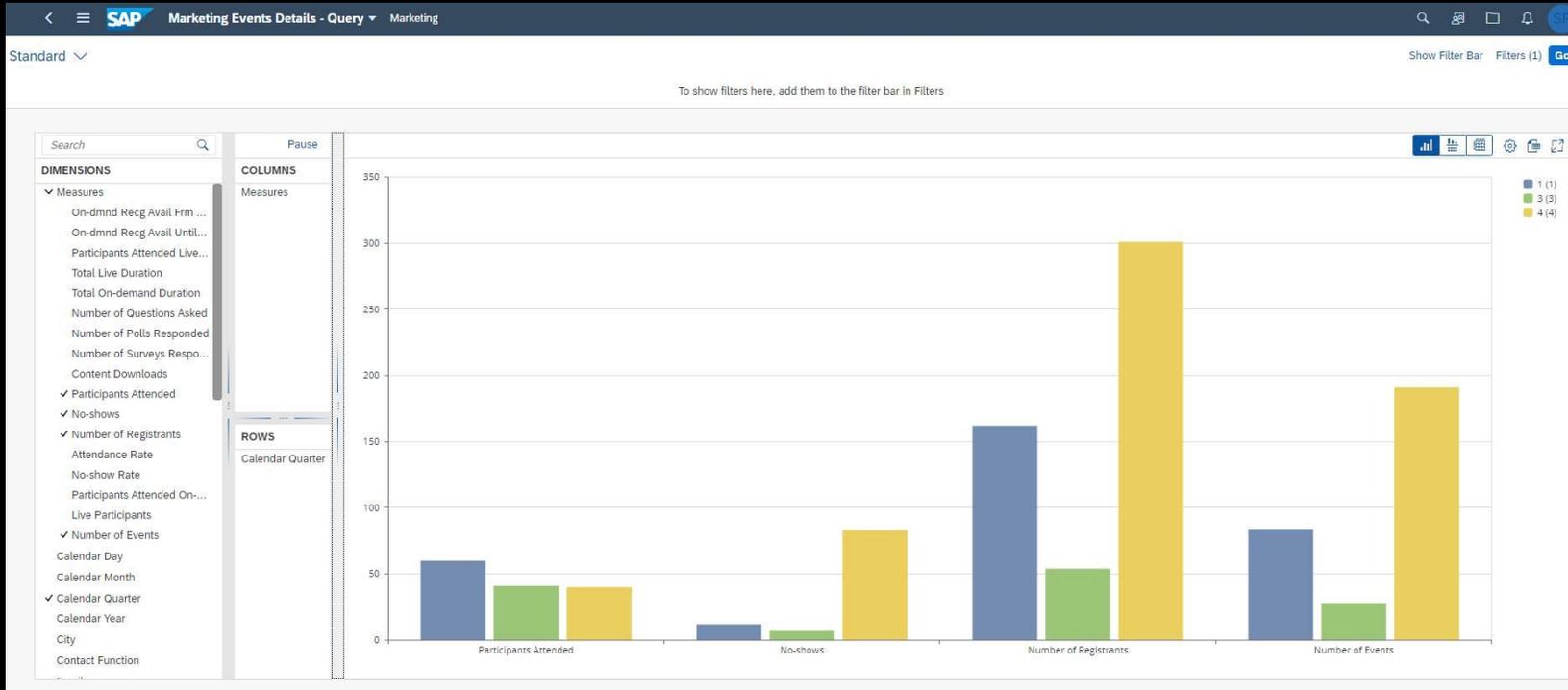
- Consumers
- Contract Account
- Contract
- Product
- Product Category
- Sales Data
- Loyalty Data
- Scores
- Agreement Terms
- Interactions
- Interaction Rating
- Marketing Events
 - Event Type
 - Registration Source
 - Marketing Event Name
 - Marketing Event Status

```
graph TD; A["All Consumers  
6,888"] --> B["Event Type = Cultural  
13"]; A --> C["Event Type = Sports  
9"]; B --> D["Registration Source = Email Campaign  
4"]; B --> E["Registration Source = Push Notification  
3"]; B --> F["Registration Source = Social media  
5"];
```

Preview



Operational Report



Delete Marketing Events

SAP New Job: Delete Marketing Events Marketing Cloud

Events: Delete Marketing Events

1 Template Selection — 2 Scheduling Options — 3 Parameters

2. Scheduling Options

Define Recurrence Pattern

Start Immediately: Recurrence Pattern: Single Run

Start: 01/13/2021, 18:52:44

3. Parameters

Parameter Section

Mode	Select Options
Test Mode: <input checked="" type="radio"/>	Event ID: <input type="text"/>
Productive Mode: <input type="radio"/>	Marketing Area ID: <input type="text"/>
	Event Status: <input type="text"/>
	Marketing Event Provider: <input type="text"/>

Schedule Check Template





Fulfil the promise of CRM with marketing solutions that drive more revenue and give customers freedom to discover, engage, and buy.

What Questions do you have?



Take Away



- ✓ Incorporate Virtual Events in your Marketing mix
- ✓ Personalize content to suit your target group
- ✓ Focus more on engagement and less on selling
- ✓ Integrate with Marketing and Sales Processes
- ✓ And, if you are already running SAP Marketing Cloud and ON24 - **why don't you supercharge your marketing program with this powerful little integration?**

SAP Customer Experience

Thank you.

Contact information:

Sathyanarayanan Ramesh
sathyanarayanan.ramesh@sap.com

Product Management
SAP Customer Experience



THE BEST RUN 

SAP Customer Experience

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