

Deeper Thought Leadership Built from Insights

Thought leadership is built on more than data – it's about the insights. The best data starts with a valuable audience and leads to insights that jump-start thought leadership – even if the product isn't first-to-market.

Challenge

The animal health client was the last to market in the area of a specific cattle disease. They were looking to elevate their leadership role in the category.



Solution

We worked with the client and its agencies to develop a content generation program. There hadn't been a lot of new information published about the disease, so our first step was to develop a survey to determine the perceptions and realities around this disease. From there, the insights were shared with the target audiences promoting the results, as well as the client's leadership. The survey results were shared with the target audiences to promote the outcome of the survey as well as the leadership of the client in the animal health industry.



“ Resulting in a response rate 38% above the initial benchmark. ”

Outcome

The success of the campaign was multifaceted. It was a collaborative effort together with the client, their marketing and public relations agencies, and Farm Journal. With the credibility of the Drovers brand, cattle producers wanted to share their experiences via our research study surveys, resulting in a response rate 38% above the initial benchmark. Lastly, we knew this program would take more than one year to obtain credible information, thus we recommended a three-year plan with multiple elements to take the client from discovery through activation.