



# Event Activation Fuels Brand Awareness Content

C&EN BrandLab in partnership with The Welch Foundation

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023





## The Welch Foundation's Business Challenge

The Welch Foundation wanted to raise awareness of the Foundation's awards and conference, celebrate the awardees, highlight the history of the Foundation, and explore the future of scientific conferences. To elevate awareness of the Foundation, award, and conference, C&EN BrandLab developed a custom plan to establish The Welch Foundation's conference as a must-attend event for chemists. This project continued their partnership with C&EN BrandLab for a third year.

**BrandLab was tasked with solving these challenges:**

1

**How can we promote The Welch Foundation conference as a must-attend event for chemists?**

2

**How can we expand the reach of The Welch Foundation's work?**

3

**What multimedia components can we incorporate to drive awareness and engagement?**



# Our Approach

Create highly shareable content with an engaging audio story and an interactive multimedia article



**Develop an event activation that creates a buzz leading up to and during the 2022 conference**



**Extend the reach and impact of the conference through custom audio visual storytelling**



**Create engaging multimedia native features to engage the audience and raise awareness**

## Creating a Buzzworthy Event Activation

C&EN BrandLab, in collaboration with The Welch Foundation, a life sciences podcaster, and a science writer, created an Audio Lounge experience at the 2022 Welch Conference to generate excitement among attendees. BrandLab conducted interviews with conference planners, Welch awardees, leadership, key attendees, and speakers – including 2022 Welch Awardee and Nobel Laureate Carolyn Bertozzi – and worked with the team to create a captivating audio story and an engaging multimedia article.

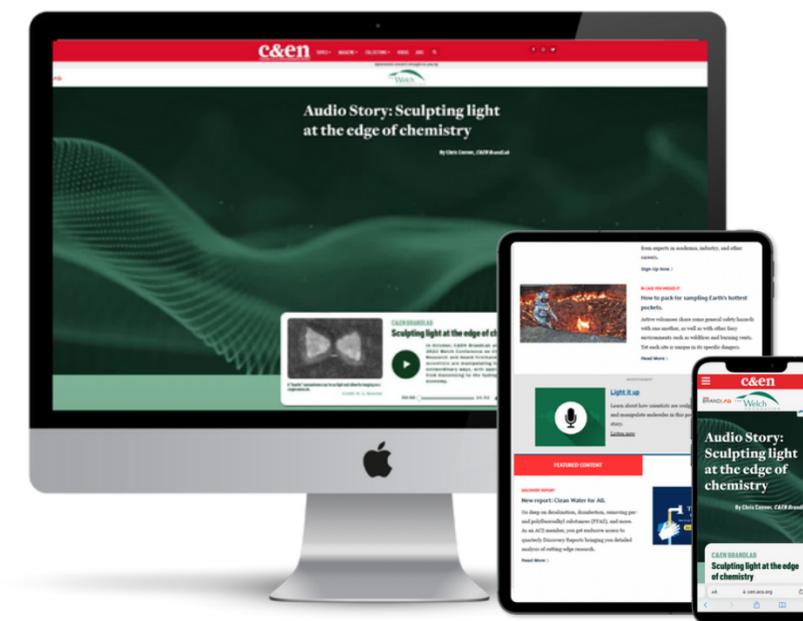


2022 Welch Awardee and Nobel Laureate Carolyn Bertozzi's interview with C&EN BrandLab

# The Content

## A captivating audio story

Using the best audio snippets from each interview, C&EN BrandLab created a custom audio story, titled “Audio Story: Sculpting light at the edge of chemistry,” that captured the unique experiences and insights of the participants and scientists, showcasing the importance of the conference and the diverse voices that make it valuable.



## A curated two-page native article

C&EN BrandLab released a native article titled "Science up close and personal," which was featured on cen.acs.org as a multimedia piece, complete with engaging visual and audio elements. The multimedia article offers insights on the past, present, and future of scientific conferences, as viewed through the perspectives of prominent figures in the scientific community.



# The Results

Buzz generated at the event generated momentum for high audience engagement with custom multimedia content centered on The Welch Foundation's impact on the research community.



Total Campaign Impressions

2,142,300+



Total Pageviews

8,000+



Social Engagement

59,670+



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