

Solutions-Focused Brand Awareness Informed by Audience Research

C&EN BrandLab in partnership with MilliporeSigma

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023



MilliporeSigma's Business Challenge

MilliporeSigma wanted to showcase themselves as a digital technology company committed to supporting chemistry R&D. They needed to understand more about challenges working chemists face and wanted to showcase the strengths of their brands for laboratory digitization. They partnered with C&EN BrandLab to perform audience research, identify opportunities for storytelling, and create custom content to support brand awareness.

BrandLab was tasked with solving these challenges:

1

How can we learn more about working chemists' pain points and challenges?

2

How can we dive into the technical details of their challenges?

3

How can we showcase MilliporeSigma's solution to digital laboratory data management?



Our Approach

Deploy a multi-year, content strategy plan including: audience research to learn about pain points and multimedia storytelling to share solutions and attract brand engagement



Survey C&EN and ACS readers to learn about their needs for chemical inventory management, identify purchasing decision makers, and gauging awareness of LANEXO, a cloud-based laboratory informatics system, as a solution



Use survey results to inform multimedia storytelling



Increase audience engagement with an interactive digital game

The Program

The survey responses revealed challenges with chemical inventory management that evoked a strong opportunity for storytelling. C&EN BrandLab developed a native feature in print and digital exploring how managing chemical waste using digital inventory management, among other tools, supports scientists' sustainability efforts. The digital version of the story featured an interactive game called Whack-a-Waste to reinforce sustainability solutions and increase brand engagement. Based on a classic carnival game, Whack-A-Waste invites users to click on types of chemical waste as they pop up on the screen.



The Results

This solution-focused awareness campaign delivered unparalleled brand engagement. The native feature and game drove a **total of 1,000,000+ impressions across our digital promotions.**



Total Article Pageviews

5,000+



Total Social Media Clicks

6,000+



Average Time on Quiz

8:09
minutes



**Plan your next
campaign with us.**

C&EN BrandLab is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients. Contact us at CENBrandLab@acs.org.

Contact Us

