



Client: Sun Chemical
Client since: 2012
Campaign market focus: Packaging
Activity: Multi-channel lead generation campaign

SUN CHEMICAL TAKES BRIGHTER IDEAS TO INTERPACK 2017 WITH FULLY INTEGRATED LEAD GENERATION CAMPAIGN

THE BRIEF: CONCRETE BRAND OWNER LEADS

With a heavy focus on new business leads and strong brand owner engagement, Sun Chemical sought to use interpack – the leading trade fair in the packaging industry – as a platform to both strengthen connections with prospects already on its radar, and instigate conversations with packaging technologists that had previously not been a primary target at trade events.

Sun Chemical's brief to AD Communications, as its European communications agency, stressed the importance of a fully integrated campaign that would reach brand owners and packaging technologists across all relevant channels with tailored messages depending on their areas of specialism. These key areas included food waste, consumer experience, consumer protection, lightweighting and color management which all wider campaign messaging needed to centre around.

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AD's intrinsic understanding of our company and products enabled a campaign that delivered knowledgeable and engaging content and also inspired a creative concept to match. It's great to see how a single campaign idea can transcend all communications channels and can be replicated in further campaign activity, bringing cohesion to our customer proposition at major events. AD always brings fresh ideas to the table, grounded in their deep knowledge of our market sectors.

Lynn Campbell, Sun Chemical

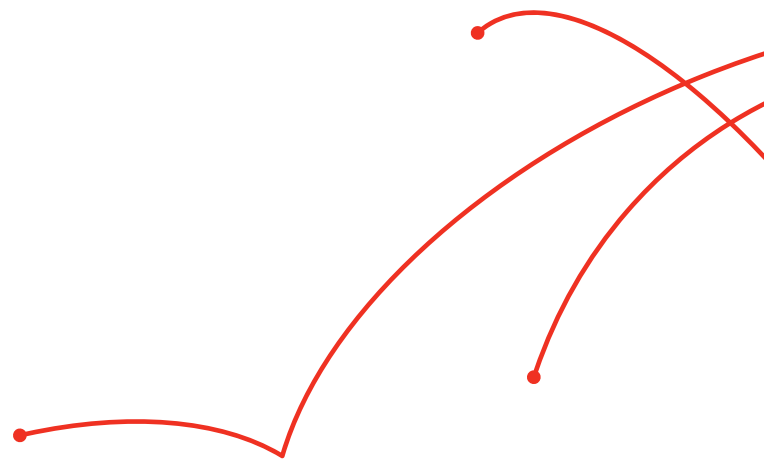
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THE STRATEGY: BRIGHTER IDEAS

To validate its own understanding of Sun Chemical's target audiences, their areas of concern and their preferred/most effective communications channels, AD liaised directly with both packaging technologists and its editorial contacts at trade publications.

Following subsequent desk research and conversations with Sun Chemical's sales team AD used the insights gleaned to propose a multi-channel campaign using the umbrella strapline "Brighter Ideas for Packaging" – the idea being, to position Sun Chemical as the 'go-to' inks and coatings partner by clearly demonstrating how its expertise, market insight and product portfolio can provide brand owners and packaging technologists a tangible solution to the respective challenges they face.

Under the wider campaign strapline each of the five key themes carried tailored content that could be propagated across all earned, owned, shared and paid media channels, to position Sun Chemical as an authority in the packaging space.



THE TACTICS: MAXIMISING ASSETS

The core pieces of campaign collateral were five 'Brighter ideas Guides' which followed the key themes of the campaign. These guides acted as a vehicle for lead capture when downloaded from the Sun Chemical Brighter Ideas web page.

AD developed the content for the guides which were printed in hard copy for use at interpack and downloadable or distributed as required in digital format. The four-page guides included background information, market statistics, analyst and consumer opinions and industry challenges. They also referenced Sun Chemical's solutions to the challenges but without referring to product names – minimising any perception of the guides being a piece of Sun Chemical marketing collateral.

The content from the guides was then adapted for use across other media platforms to reach the target audience via their preferred channels – as identified in the initial research and validation phase. AD developed five by-lined articles, one on each key theme, for exclusive placement with key European trade media as well as collaborating with them on relevant feature opportunities for Sun Chemical spokespeople to provide thought-leadership comments.

For Sun Chemical's owned media platforms, AD created ten short editorial pieces – diving deeper into the key challenges of each theme. To support with direct communication to Sun Chemical's customers and prospects, AD developed content for Sun Chemical's direct email campaign. AD also worked with Sun Chemical's North American agency to provide content for a Brighter Ideas infographic, led by the research undertaken for the campaign guides.

Targeting those who prefer to engage through social media, a content plan was developed to drive traffic to the downloadable guides and shorter editorial pieces on Sun Chemical's website – capturing details from the downloads to, subsequently, drive footfall on-stand at interpack.

AD supported the campaign with a paid advertising programme across key European trade titles, consisting of both hard copy and online adverts.

Supporting Sun Chemical's presence at the exhibition AD also crafted three press releases that were distributed pre- and at-show with additional media one-to-one interviews scheduled with key packaging titles. Journalists were also provided with a comprehensive media pack, including detailed information on the Brighter Ideas campaign.

THE OUTCOMES:



More than 50 pieces of coverage in key trade titles from press releases alone



"Brighter Ideas" led the whole visual concept for the Sun Chemical stand at interpack



Significant high-quality leads from interpack



Placement of thought-leadership content with Tier 1 European trade titles

WANT TO KNOW MORE?

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