

Agency-Publisher Collaboration Creates Client Success

Ogilvy with C&EN BrandLab:
A Case Study

c&en
BRANDLAB



Productive Partnerships with Agencies

Remember the age-old tension between publishers and agencies? Neither do we.

When C&EN's market, content and distribution expertise meets our agency partner's client, marketing and advertising expertise, it always works out better for our clients. At C&EN BrandLab, we work together to deliver answers to client challenges, and our campaigns with agency partners are among our strongest.

How does C&EN and Ogilvy work together?



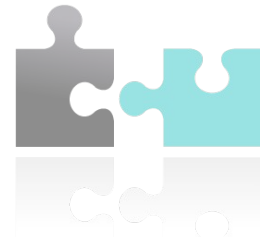
1

Determining campaign strategy



2

Working out a project plan and points of collaboration



3

Accountability and optimization for client goals and metrics



Through the Lens of Ogilvy: How Collaboration Worked

1

Determining Campaign Strategy.

Ogilvy partnered with C&EN to create speciality content for an exacting scientific audience. As such, the strategy revolved around content: What does the audience want to read? How would that complement Chemours' message?

2

Working Out a Project Plan & Points of Collaboration.

Because C&EN BrandLab provided Chemours credibility, C&EN handled the writing and promotion of our custom content. Ogilvy then focused on client interaction, and could develop companion content that lived on Chemours' website, greatly enhancing SEO.

3

Accountability and Optimization for Client Goals.

Froom boosting SEO, to creating a social media presence, the campaign goals of our mutual client were met with detailed analytics reports from across all of C&EN BrandLab's promotional and distribution activities.

The Program

At right, screenshots show the outcome of a productive collaboration for the client, Chemours. Content is dynamic, highly visual, and on-brand -- and proved interesting to C&EN's senior-level audience. The campaign out-performed benchmarks set at the onset of the project.

In addition, Ogilvy could then take our content direction and storytelling and create their own companion content to live on Chemours own website.



Shaping the Future, One Molecule at a Time

What role will chemistry—and the chemical industry—play in creating a sustainable and prosperous world?

By 2030, the global middle-class population is projected to top 5 billion. Explore the role the chemical industry will play in creating an economically and environmentally viable world.

[Read Full Article](#)

A screenshot of the Chemours website. The header features the "c&en" logo and navigation links for Magazine, News, Departments, Collections, Blogs, Multimedia, and Jobs. A search bar is also present. The main content area is titled "SPONSORED CONTENT" and "The Future of Chemistry: Part Five". The headline reads "TO SEE THE POWER OF CHEMISTRY, THERE'S NO PLACE LIKE HOME". Below the headline, a paragraph states: "For decades past and future, chemical innovations indelibly our homes look, feel, and function." The article text begins with "In 1972, George Gray, professor at the University of Hull in the U... world we live in by synthesizing a molecule called 5CB, also kno... pentylbiphenyl. For the first time, this liquid crystal produced a... room temperature. Eventually, it led to modern display screens...". To the right of the article, there is a diagram titled "Home of Tomorrow" showing a house connected to various energy sources and technologies like Opteon and Nafion.



Results

By working together to strategize, create, distribute and optimize, the partnership between C&EN and Ogilvy produced significant results for Chemours. These results were tracked through on-site analytics, in addition to three benchmark surveys run across the campaign.

The Right Prospects

84%

Of readers were involved in the purchasing process

Reputational Progress

2x

Growth in total audience perception that Chemours “drives innovation in products”

And Business Results

60%

Of readers were more likely to purchase Chemours products after reading



Get in touch with us!

C&EN BrandLab welcomes collaboration with agencies on your clients' objectives. We pride ourselves on driving real business results, taking a flexible approach and being easy to work with.

Contact us at cenbrandlab@acs.org

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