

# Building a New Brand Reputation Through Thought Leadership

Chemours with C&EN BrandLab:  
A Case Study

**c&en**  
**BRANDLAB**



# Defining Chemours' Business Challenge

How do you rapidly develop a positive reputation -- and purchasing preference -- for a new brand? C&EN and Chemours tackled this challenge after the company's spin-off from the recent Dow and DuPont merger. For Chemours, a "200-year old start-up", to succeed, we knew we would have to devise a plan to continually attract buyers and buying influencers over several months. In addition, we would have to create high-interest material to show that Chemours was a viable solution to our audience's challenges.

C&EN was tasked with solving these questions from the team:



1

How can we rapidly develop a reputation for a new brand?



2

How can we attract the right buyers and buying influencers?



3

What should we do to progressively build relationships?



# Our Approach to Building Brand Reputation: Thought-Leadership & Quality Custom Content

1

## Find the Right Prospects.

C&EN and Chemours defined chemical product purchasers as the top target for the campaign. C&EN directed its content and distribution efforts to this audience.

2

**Attract Prospects with High-Value Content.** C&EN wrote nine in-depth articles for Chemours' target audience as part of a *Future of Chemistry* content series. In each article, a Chemours thought leader gave a unique perspective on how chemical applications would have an impact on future generations.

3

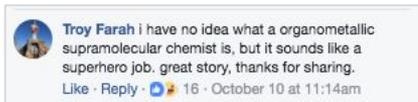
## Employ a Multi-Faceted Audience Development Plan.

C&EN leveraged direct marketing, search and social traffic to ensure it was pulling buyers into Chemours' campaign from across the web.

# The Program

At right, screenshots show Chemours' dynamic custom content and graphics campaign. Beyond BrandLab researching, writing and publishing content highlighting Chemours' brand strengths, C&EN created a cohesive and recognizable design throughout all elements.

C&EN then distributed the content through traditional tactics, but also new channels for Chemours. We were able to help establish a presence for them on Facebook -- and high community engagement -- for the first time.





# Results

By employing the best practices of understanding and serving our target audience, we were able to generate significant results for Chemours (including serving nearly 7mm impressions for the campaign). These results were tracked through on-site analytics, in addition to three benchmark surveys run across the campaign.

The Right Prospects.

84%

Of readers of this campaign were involved in the purchasing process

Reputational Progress.

3x

The Chemours Company's campaign generated 3x the engagement of C&EN's average article

And Business Results.

12%

Growth in readers who said "I Would Like to Do Business with Chemours"



# Get In Touch 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](mailto:cenbrandlab@acs.org)

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