

# Using curiosity to increase brand awareness

Ace Glass with C&EN BrandLab  
A Case Study

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



# Ace Glass' Business Challenge

Ace Glass wanted to raise awareness of its brand as a premium provider of scientific glassware, lab equipment and glass apparatus. With social media being an important aspect of this campaign, the team at Ace Glass sought C&EN BrandLab to provide a unique medium to reach their target audience.

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

1

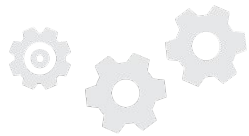
What can we do to promote the Ace Glass brand as a leading provider of glassware?

2

How can we extend the reach of this campaign to those that may not be familiar with Ace Glass?

3

How can we create an interactive component that drives awareness?





# Our approach: Create highly shareable content with quizzes

1

## Test your audience

Scientists love a challenge, especially when it comes to testing their knowledge. Quizzes are a fun way to pique interest in a certain topic, and allow advertisers to reveal information about their brands that their audience may not be aware of.

2

Engage readers where they are  
Quizzes are promoted through a variety of C&EN's distribution channels. The interactive nature of a quiz plays especially well on social media, and along with seeking high engagement, raises awareness with logos, account tagging, and other advertiser branding elements.

3

## Go 'viral' with shareable content

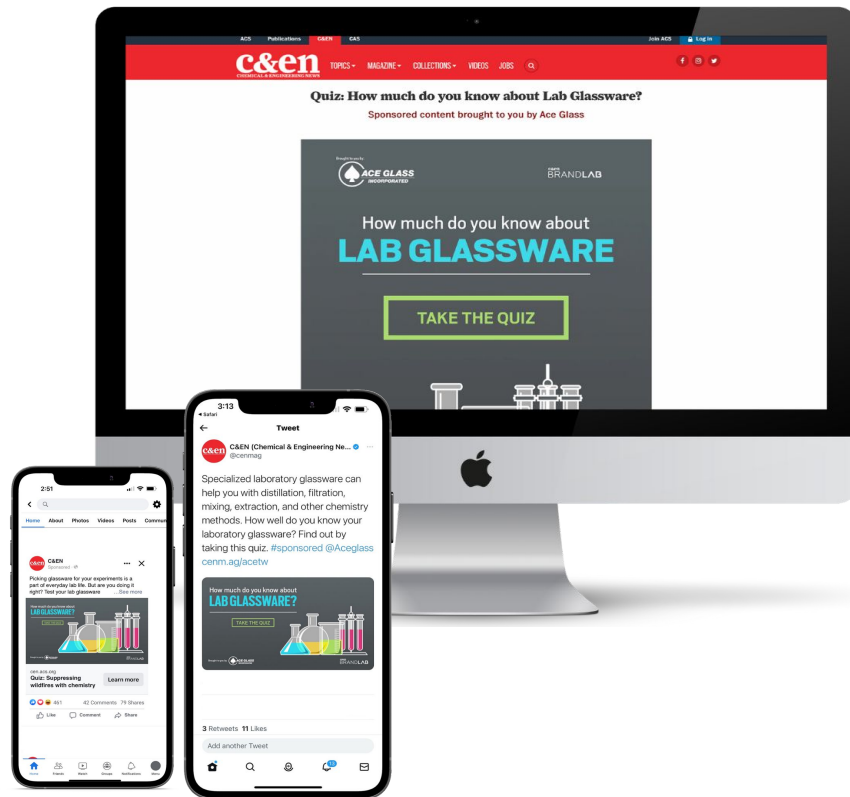
As readers take the quiz, they can share their score with their own followers and colleagues, further amplifying reach. C&EN taps in to in-depth knowledge of what makes our audience tick to create quizzes with the reader in mind, increasing the likelihood that a user will share with their followers.



# The Program

C&EN BrandLab worked with Ace Glass on creating a quiz around the topic of 'How much do you know about Lab Glassware.' Questions challenged chemists on whether they knew which glassware is best for certain methods including distillation, filtration, mixing and extraction. Once the questions were finalized, C&EN BrandLab created an integrated marketing campaign across digital and social channels.

A custom quiz landing page was developed along with promotions across social media and cen.acs.org and pubs.acs.org that prompted readers to take the quiz. To drive quiz completions, participants were encouraged to enter their information to enter a \$250 giftcard giveaway.





# Results

The Ace Glass quiz quickly became a top performer across all C&EN content, driving over 1.3 million impressions across our digital promotions. The quiz helped reach Ace Glass' goals of driving brand awareness through digital channels.

Campaign Impressions

1,395,080

Clicks

44,172

Total pageviews

37,224

Avg. time on page

3:02



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