

Improving Advertising Performance

Ashland with C&EN BrandLab:
A Case Study

c&en
BRANDLAB



Defining Ashland's Business Challenge

Can a company change how it's investing its advertising budget to get a better return? C&EN and Ashland explored how the company could adapt its approach to find more attractive results in advancing Ashland's reputation. C&EN devised a plan to create a custom content campaign to highlight lesser-known markets -- pharma and environment -- and demonstrate Ashland's commitment to customer integrity and profitability.

C&EN was tasked with solving these questions:





Our Approach to Better Advertising ROI: Custom Content and Audience Development

1

Know What Makes Your Audience Tick (and Click). C&EN helped Ashland uncover content topics that its target audience would engage with, driving 2x the pageviews of C&EN's editorial average.

2

Demand Attention with Premium Positioning. C&EN carved out the most high-impact advertising units to promote Ashland's advertising and content, ensuring the company would be front and center.

3

Ask for the Action You Want. C&EN conducted in-depth A/B testing to determine what calls to action were most effective to drive clicks to Ashland ads and content, which Ashland can use to improve future campaigns.



From a reader on their reaction to Ashland's campaign:

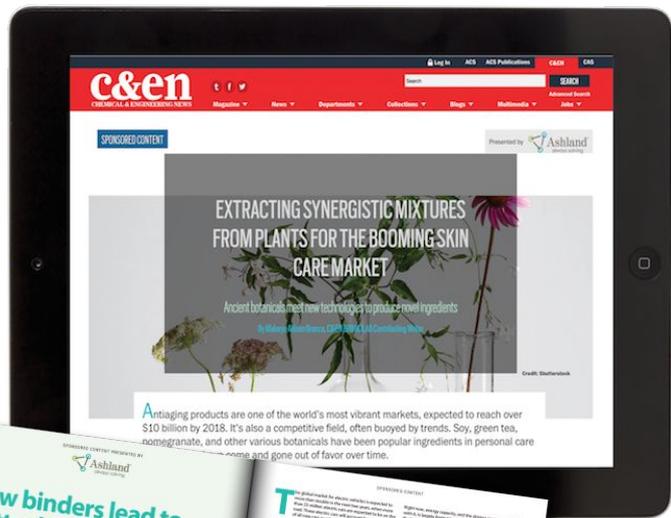
“I need information, and an article gives it to me. It also makes me actually know what the company is all about. I think this is important for highly technical companies because their particular niche can be complex.”

- Ashland Post-Campaign Survey Respondent



The Program

At right, screenshots show Ashland's sponsored content campaign. The campaign was focused on creating editorial-quality content that would be of interest and helpful to its target audience. Maps and product graphics were used to keep audience attention throughout the content.





Results

In the case of Ashland, experimenting with tactics greatly enhanced the outcome of the company's campaign.

These results were tracked through on-site analytics, in addition to benchmark surveys run across the campaign.

Reach and Impact.

77%

Said They Learned Something
about Ashland
(vs. 31% via Ads)

Demonstrable Improvement.

2.13%

CTR
- a Major Improvement Over
Industry Benchmarks

And Business Results.

49%

Said Reading Ashland Content
Increased Likelihood of Buying
(vs. 23% via Ads)



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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 advertising@acs.org

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