

# Creating Market Buzz with a New Product Launch

IKA with C&EN BrandLab:  
A Case Study

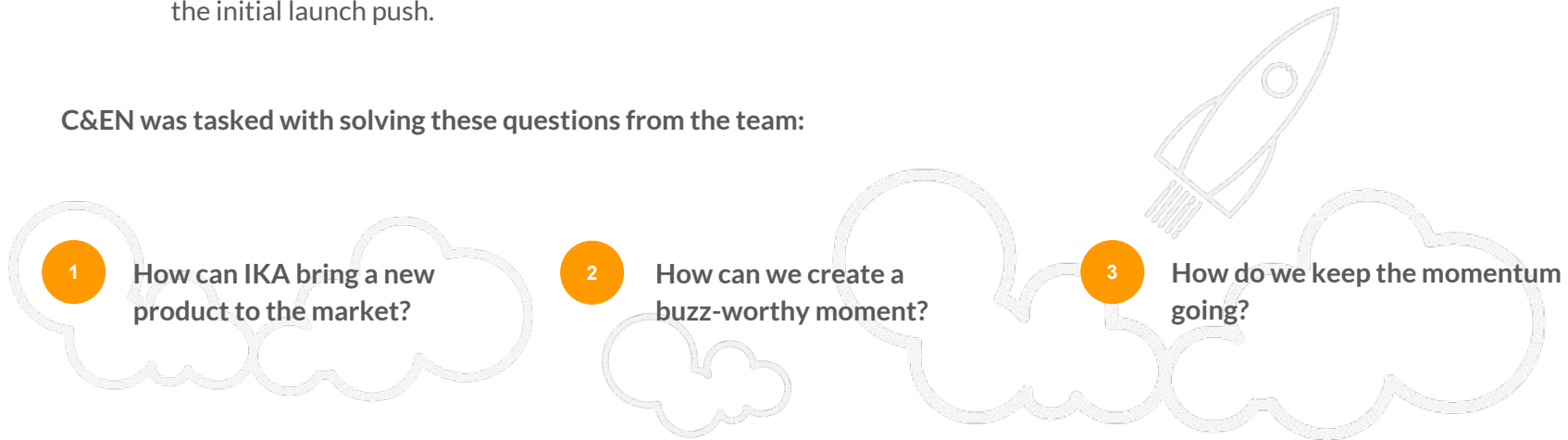
**c&en**  
**BRANDLAB**



# Defining IKA's Business Challenge

How can a company launch a product to the market, make a splash, and keep it going? That's the challenge IKA brought to the C&EN team. IKA had a never-before-seen product -- revolutionary next-generation lab equipment -- that it wanted to launch, and it needed a platform to drive excitement, credibility and buzz. In addition, the company had to make the moment last, generating interest after the initial launch push.

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





# Our Approach to Making a Lasting Splash: A High-Profile Event and Custom Content

1

## Create a Market Moment.

C&EN worked with IKA to plan a star-studded keynote at the ACS National Meeting. Marketing for the keynote -- and targeted audience outreach -- teased the product's reveal and succeeded in recruiting high caliber prospects for IKA's business.

2

## Cover It Like a Journalist.

C&EN deployed a BrandLab reporter to cover the event. The reporter interviewed a celebrity speaker, Phil Baran, and early adopters of the technology and wrote extensively about the launch, brand story, and science behind the product. This created content - and engagement - outside of the event.

3

## Distribute Everywhere.

C&EN's BrandLab coverage sparked investment in other high visibility channels. IKA leveraged a Livestream of the event to promote the launch even further, which was then incorporated in C&EN's sponsored content and distributed to our audience.

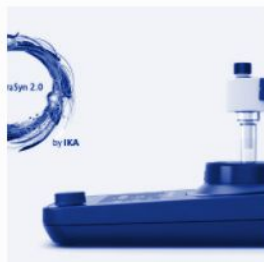
# The Buzz

↻ IKA Retweeted



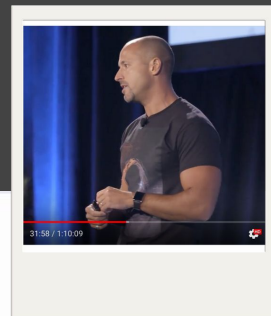
**Helice Gillis** @RunSciGal · Aug 24

@BaranLabReads and @IKAworldwide gave an electrifying presentation at #acsdsc #Motivating #Futuristic #AndIWasThere #ElectraSyn2.0 #LetsDolt



**IKA** @IKAworldwide

In close collaboration with @BaranLabReads, we are very excited to share the brochure on #ElectraSyn2.0: [ika.com/media/pdf/64/a...](https://ika.com/media/pdf/64/a...)



# The Program

At right, screenshots show IKA's integrated program, including the keynote announcement (at bottom) introduced by C&EN's editor-in-chief. The video from the announcement was then integrated into the custom content, also at right.

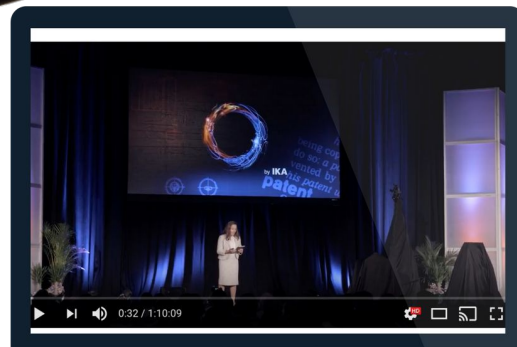
In addition, product features were described within the body of the custom article, which is still discoverable on [cen.acs.org](http://cen.acs.org).



The ElectroSyn 2.0 combines a potentiostat, analytical tools, and a magnetic stirrer with a simple software interface intended to accelerate the planning and execution of electrochemical syntheses.



Phil Baran of The Scripps Research Institute described in a lecture at the ACS national meeting how he and his team collaborated with IKA engineers and scientists to develop the ElectroSyn 2.0.





# Results

As planned, IKA's campaign produced ripple effects far beyond the launch announcement. While more than 1,500 qualified science professionals watched the event live in person or on livestream, an additional 700,000 engaged with the content after the event.

Registrants -- and Buyer Data.

1,000+

Advance event registrations,  
providing full CRM data

Live Digital Engagement.

800+

Livestream viewers

And Massive Campaign Extension.

700k

Impressions to post-event  
content, amplifying initial  
event reach



# 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)

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