

An integrated approach

How a long-term partnership brought content to the forefront to elevate a brand

W. R. Grace & Co. with C&EN BrandLab:
A Case Study

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BRANDLAB




Defining Grace's Business Challenge

C&EN BrandLab and Grace have partnered on an ongoing program since 2018 to advance some of Grace's business goals. Increasing brand awareness for both the Grace brand and their product LUDOX[®] colloidal silica, as well as reinforcing the message of Grace's commitment and offer of expertise to its customers have been ongoing goals. Grace's team also wanted to highlight new functionalities and uncommon applications for colloidal silica to show how the company champions scientific discovery. Increasing and nurturing their customer pipeline has been an ongoing goal for Grace, so creating and repurposing content in multiple formats to pique the curiosity of customers was an attractive route for lead generation.

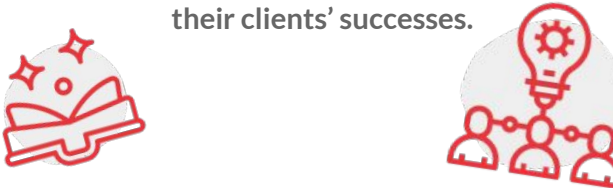
Grace's goals:

1 **ACTIVATE CURIOSITY**
Navigate and guide prospects through sales funnel by driving awareness at both the brand and product levels.



2 **SHOW, NOT TELL**
Integrate storytelling into all content. Demonstrate the stories of the brand, customer, and product.

3 **COLLABORATION IN ACTION**
Showcase Grace's commitment to their clients' successes.





C&EN BrandLab's approach: develop and execute an integrated campaign

1

Storytelling and brand awareness go hand-in-hand
C&EN BrandLab editors and writers developed an award-winning 3-part native series, "*Super Silica: Yesterday, Today, Tomorrow*" in print and online. The series explored the origin story of colloidal silica, how it is used today, and what future applications of colloidal silica might bring.

2

Champion the customer and elevate their voices
A custom contest allowed Grace to engage with chemists across academia and industry - crowdsourcing unusual applications of colloidal silica. Two ebooks explored colloidal silica through the customers' voices: its diverse applications, and why the fundamentals of the chemical make it so versatile - one of which featured the winner from the contest. Two additional ebooks dive deeper into specific applications.

3





Lead generation and nurturing through the sales funnel
C&EN BrandLab writers and editors have done extensive research on colloidal silica over the years and have created engaging content that our audience consistently engages with. This has allowed us to generate thousands of leads for the Grace sales team, as well as created opportunities to develop evergreen content to nurture those leads throughout the sales funnel.



The Program

A brand awareness survey was deployed to C&EN's readers prior to the program launch, to help benchmark perceptions for both Grace and LUDOX[®]. After the completion of the 2018 & 2019 campaigns, a second survey was launched to gauge whether perceptions had changed as a result of the program. Overall brand awareness both of Grace (+21%) and LUDOX[®] (+5%) increased, as well as purchases of aqueous colloidal silica from Grace (+11%).

C&EN BrandLab executed a multifaceted program that combined custom native content, advertising, and lead generation. A custom contest, which was promoted through digital and print ads, helped Grace engage with chemists across various academic and industry sectors. Two ebooks introduced the fundamental chemistry and applications of colloidal silica through the voice of Grace's customers and demonstrated the versatility of colloidal silica.

HIGHLIGHTS: 2020 vs. 2018 SURVEY			
Attribute Measured	2020	2018	Difference
W. R. Grace awareness	46%	25%	21% 
LUDOX brand awareness	67%	62%	5% 
Purchased aqueous colloidal silica from W. R. Grace	27%	16%	11% 
Familiar with LUDOX aqueous colloidal silica	65%	48%	17% 



The Program

A three-part “*Super Silica*” native advertising series walked readers through the historical, modern, and future applications of colloidal silica within the pages of C&EN.

To help improve Grace SEO and discoverability of the custom content, C&EN BrandLab designed and developed a custom microsite “The World of Colloidal Silica” to host all C&EN-produced LUDOX® content.

The “*Super Silica*” series took home the bronze award in the category Advertising Campaign (Other) at the 2020 Association Media & Publishing’s EXCEL awards.

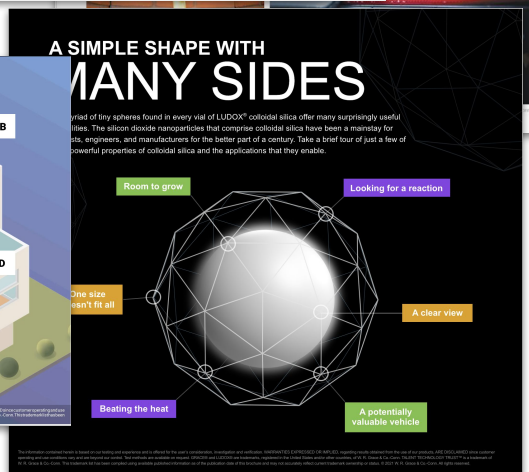
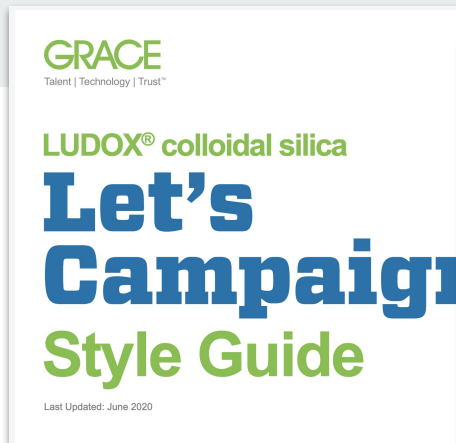




Colloidal Silica at Home
A Simple Shape with Many Sides

The Program

Over the first two years of the program, C&EN BrandLab worked to understand awareness both of W.R. Grace & Co. and of LUDOX® colloidal silica. In doing so, we uncovered new and interesting applications of colloidal silica. We developed a campaign to re-introduce LUDOX® colloidal silica to the world as a Grace product as well as boost the Grace brand, while showcasing some of the diverse applications. The campaign ran in ACS Publications, C&EN, RSC Journals, and Chemistry World. It also featured a direct response call to action to collaborate with Grace. As part of this campaign, two custom interactive infographics were created to highlight applications of colloidal silica, as well as the different properties that make colloidal silica unique. The infographics contained call to action points for the user, directing them to Grace content specific to each application or property.





Results

The multifaceted program spanning 2018-2022 generated impressive results. Grace's brand was given a boost at both the brand and product levels, which also lead to an increase in sales. Content created over the years contributed to brand awareness, lead generation, and lead nurturing – keeping potential customers engaged throughout the entire sales funnel.

19.5+ million
total number of campaign
impressions

23,000+
pageviews of Grace's
custom content campaign

5,800+
leads delivered

+21%
increase in brand awareness for
Grace, as shown in the
post-campaign survey

+11%
increase in purchase of
aqueous colloidal silica
from Grace, as shown in
the post-campaign survey

+5%
increase in product-level
brand awareness for
LUDOX[®], as shown in the
post-campaign survey



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.

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