

• CASE STUDY •

How Industrial Physics used original research to step forward as a thought leader with 80+ media mentions and prestigious speaking engagements

**\$255,000 WORTH
OF FREE PRESS
AND MEDIA
COVERAGE**

**2-3X MORE NEW
PROSPECTS
THAN PREVIOUS
CAMPAIGNS**

**BOOKED SEVERAL
PRESTIGIOUS
SPEAKING
ENGAGEMENTS**



“Having Redpoint create an original research report for us is definitely one of the most successful things we did last year. We’ve received a lot of media coverage from it, we’ve been able to speak at events we haven’t been able to before, and it’s brought in double to triple the prospects compared to other campaigns we’ve run.

Dominic Spencer-Hendren
CONTENT MARKETING MANAGER

HIGHLIGHTS

Challenges

- Desired greater brand recognition and authority in the industry
- Needed an effective campaign that could tie all 14 brands together
- Wanted to increase media coverage of the company

Solution

- Expert guidance on the research strategy and content
- Distilled technical input from a variety of stakeholders
- Designed a survey that would deliver valuable industry insights
- Identified and secured a global audience of niche B2B decision-makers
- Cleaned and analyzed the data for insights and engaging storytelling
- Crafted a compelling report that positioned the company as thought leaders

Results

- 80+ media mentions
- 10+ long-form editorial pieces
- 2.5 million readers reached
- \$255,000 worth of free press and media coverage
- 265 new prospects
- 2-3 times more prospects than previous campaigns
- Awarded prestigious, hard-to-secure speaking engagements
- Gained more respect and brand recognition in the industry

Challenges

Create an effective campaign to increase brand recognition and authority

As a provider of testing and inspection solutions for manufacturers, production lines, and laboratories around the world, Industrial Physics is made up of 14 different brands. At the start of 2021, they were keen to create a brand strategy that would coalesce them all, as well as position their company in the forefront of a very niche space.

Industrial Physics' Content Marketing Manager Dominic Spencer-Hendren said they knew that a piece of long-form content could be a great way to do this, but weren't sure of exactly what to create to meet their specific goals.

"In the past, we'd done a lot of industry-driven campaigns where the focus was on lead generation," Spencer-Hendren said. "This time, we wanted something that would elevate our company brand overall, and not just in one or two of the industries we serve.

"We also wanted to get media coverage and bring something unique and valuable to the market that really positioned us as a thought leader."

Industrial Physics reached out to Redpoint to discuss some content possibilities, and they quickly presented the opportunity – and the value – of doing an original research piece.

"We knew that whatever we created would involve some research, but we hadn't considered the impact we could have by doing our own original research," Spencer-Hendren said.

"Redpoint let us know that if we brought something truly unique and meaningful to the market it would help us differentiate ourselves among the competition and really stand out as being knowledgeable in our industry. Being truly unique is what would bring us the media opportunities."

Convinced, Industrial Physics decided to move forward with a survey-based original research project.

Solution

Expert guidance through a complex project

Redpoint started their engagement with Industrial Physics, by helping them choose a content topic that would showcase the highest level of credibility and thought leadership, attract media attention, and provide the most valuable insights within their testing and inspection industry.

Once the topic was nailed down, Redpoint began an extensive process of speaking with Industrial Physics' stakeholders – including their executive leadership, marketing team, and several of their subject matter experts – to determine the key questions that would make up their original research survey, as well as define the audience for it.

Spencer-Hendren said he appreciated the way Redpoint handled what turned out to be a very challenging task.

“We had a lot of different stakeholders on the calls and Redpoint was brilliant at taking really technical information from a variety of different perspectives and pulling it together into a specific set of questions for the survey,” Spencer-Hendren said.

“They also helped us define the job titles and job functions of our audience, as well as get the right geographies in place so we could have a global reach. It was really difficult to find the right people – as well as a wide spread of people – for something so niche, but Redpoint found them and handled everything.”

The result was a strategically created survey focused on the theme of sustainable packaging that went out to over 250 decision makers in the U.S., U.K., Germany, India, and Malaysia.

When the survey results came back, Redpoint cleaned the data, analyzed it to identify the biggest themes and insights, and then collaborated with Industrial Physics' subject matter experts and third-party partners to put anecdotal information and personalized commentary to the findings.

“The conversations Redpoint had with our subject matter experts and outside partners allowed us to add our own value and transform the data into true thought leadership,” Spencer-Hendren said.

From there, Redpoint presented the data, themes, and findings to Industrial Physics' stakeholders before creating an authentic cornerstone report that combined the data with engaging storytelling and compelling infographics.

“A massive thing this report has helped us do is get our foot in the door and be recognized as a brand. We’re still in the very early stages of our brand recognition process but it has allowed us to gain more respect within the industries we want to be known in as well as helped us against our commercial objectives.”

Results

Industrial Physics reaches 2.5 million readers and 2-3 times the number of new prospects – garnering authority and recognition

In just their first two campaigns of promoting the original research report, Industrial Physics has received over 80 pieces of media coverage, has been the subject of over ten long-form editorial pieces across a variety of industries, and brought in more than 265 new prospects.

“The results have been very good,” Spencer-Hendren said. “For the media coverage alone, the circulation of the publications totals 2.5 million readers, and the advertising equivalent of the same coverage would have cost us more than \$255,000.”

Another huge gain has been the speaking engagements that Industrial Physics has secured because of the original research project.

“We’ve been able to speak at events that we haven’t been able to before,” Spencer-Hendren said. “We submitted some applications to events last year and didn’t get accepted, but because of our original research findings we have now been accepted at every single one of them.

Because of the huge success of the report, Industrial Physics has signed on to work with Redpoint on a second original research project that will continue to build on their brand awareness and help them get into even more targeted publications.

Spencer-Hendren said when he pitched the second project to the Industrial Physics’ team, approval to move forward was given quickly.

“Having Redpoint create this report is definitely one of the most successful things we did last year, so when I pitched doing another project it only took one call to decide to do it,” Spencer-Hendren said. “Everyone was on board because the success we had from the first report was so obvious.”

He noted that any company who is looking to increase their brand awareness and not only step forward – but be recognized – as a thought leader in their industry would benefit from working with Redpoint on their own original research project.

“Redpoint seamlessly handles the whole project from beginning to end,” Spencer-Hendren said. “They aren’t just a content or a research agency, they’re also acted like a consultant, really guiding us through a process that was new for us. It was all really valuable.”



Interested in generating more leads, authority and media mentions through the power of original research?

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