

CASE STUDIES: TOP PERFORMING CONTENT CAMPAIGNS 2020 EDITION

Niche Media looks back at some high-performing content marketing campaigns. Why did they work so well? What can we learn from them?

(niche:)

Niche Media looks back at some high performing content marketing campaigns from 2018 and 2019

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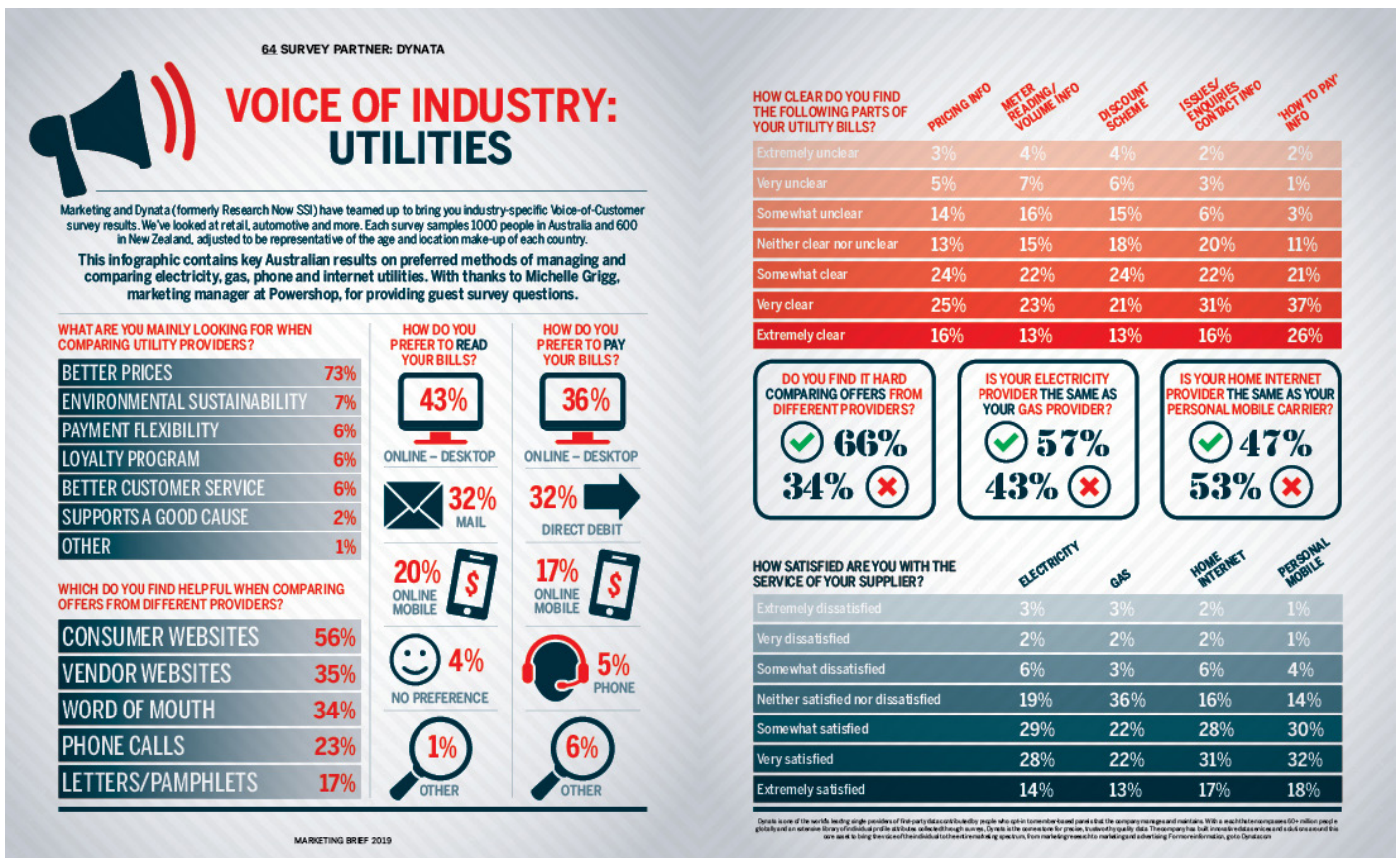
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DYNATA – ‘ANZ VOICE OF INDUSTRY SERIES’



Spanning from 2018 into early 2019, Dynata partnered with *Marketing* to develop five exclusive Voice of Customer reports. To build a detailed cross-section of consumer sentiment across five different industry verticals, Dynata performed surveys to understand buying behaviour of customers in retail, automotive, utilities, travel and leisure and financial services. For each survey, *Marketing* engaged its quality network of marketing professionals to find guest questions. For example, for the Utilities survey, Powershop

marketing manager Michelle Grigg was approached to provide 10 questions. Once the surveys were finalised, *Marketing* would explore the results and develop and publish easily digested infographics and reports for its readers. White paper reports of each survey would form the lead generation aspect of the year-long campaign.

WHY IT WORKED

Expert partnership

Each stakeholder in the development of the reports had their role to play. Dynata

leveraged its vast network of survey respondents (1000 in Australia and 600 in New Zealand), *Marketing* used its publishing and content production capabilities to develop high-quality reports, catered directly to its own audience, and the marketers who provided guest questions ensured the surveys would find the right information, so the results were useful to audiences from their verticals.

Mixed media

Marketing was able to use its multiple platforms to ensure the

Only 33% of consumers compare utilities providers – VoC insights for energy, gas and telecommunications

BY ROB HAY ON 24 MAY 2019 2 MIN READ



Marketing Mag has teamed up with Dynata to deliver key insights into the way customers prefer to choose and communicate with utilities providers.

The fifth in the '2018/19 Voice of Industry Series Australia and New Zealand', *Marketing* and Dynata (Research Now SSI) are bringing you industry specific Voice-of-Customer survey results focusing on the utilities sector.

In a survey of 1600 people, the report found that there is still some confusion around product differentiation between the various utilities providers and how these products are priced — something that is deterring consumers from comparing similar products.

While this article references only on the Australian results, the findings from New Zealand are similar.

When it comes to receiving and reading bills, a clear majority showed a preference for online desktop (43%). Interestingly, online mobile was the most popular option for those aged 18-34 (37%) and the least popular for those aged 45 and over (8%).

There were similar results when it came to payment preferences with 36% of the respondents citing online desktop as their preferred method to pay bills. This was followed closely by direct debit (32%).

Finally, the full, co-branded report would appear for download, with supporting advertising material on email communications, social media and online display directing site visitors to download.

content campaign had a broad reach and was well covered in print, online and on social media. Each survey's coverage would begin with an infographic of key findings, with an endnote telling readers to look out for the full report. Shortly after print publication, a news article on marketingmag.com.au would cover key findings from the report for its readers interested in the latest consumer trends and market research.

GO LONG

The content partnership's schedule, which leveraged

Marketing's content calendar for a year, gave time to really build the series of reports. Each one, with promotion of its own grew interest so readers were excited for the next one to come along. Over the course of the year, each resource was able to generate 100+ leads of its own, and Dynata was able to better understand readers' interests based on which report they had downloaded.

KEY TAKEAWAYS

Don't be afraid to seek help with your content campaigns

A partnership like this one, with two parties leveraging

their expertise and one expert providing comment, gives the content credibility and authority.

Use a range of media platforms

Print and online were used together smoothly and creatively for this campaign. Content can be catered to each so the broader campaign achieves salience with audiences in a number of different places.

SPOTIFY FOR BRANDS – ESPRESSO SERIES EVENTS



To promote its services and capabilities, Spotify needed to educate its target audience – marketers and brands – on the benefits of audio advertising, and equip them with knowledge of how leading companies are using streaming to reach customers in innovative ways. It would be too salesy for the streaming platform to do it alone, instead it opted to work with an organisation that had authority and credibility in the field. Spotify worked with *Marketing* to develop, plan, promote and run two breakfast events, one in Melbourne and one in Sydney. Working closely with Spotify, *Marketing* was able to develop event content that

would be helpful and useful for marketers in the audience, while still showcasing Spotify's capabilities.

Marketing reached out to its network and was able to assemble a panel of senior marketers from American Express, Qantas Loyalty, NAB and Sonos to guarantee an event that marketers in Sydney and Melbourne couldn't miss. The panel was joined by another big drawcard – Spotify global head of advertising Brian Benedik – and discussed audio advertising challenges and opportunities. Guests who registered to attend the events formed leads in Spotify's broader content

campaign, which was also developed by and promoted on the *Marketing* platform.

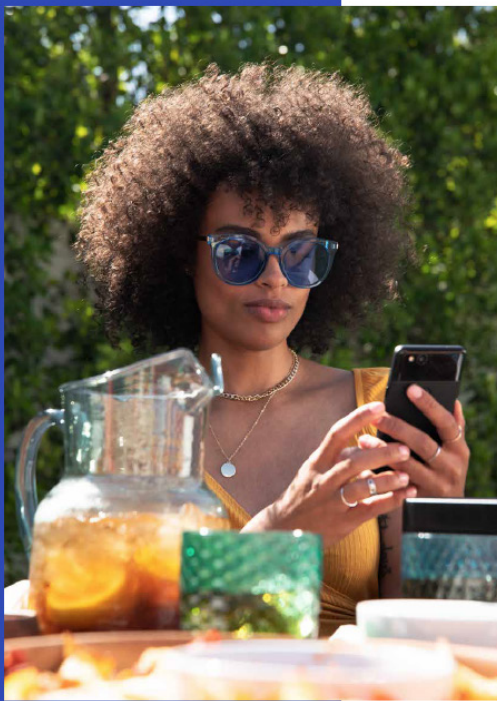
WHY IT WORKED

Try an event

People today are time-poor and overloaded with media, and have a declining attention span for reading every piece of content that gets fired their way. Events are emerging as a new playing field to generate interest, foster valuable face-to-face connections and develop positivity around your brand.

Value

This event was a fine example of how any campaign today must deliver value for its intended



How Streaming is Unlocking New Opportunities for Today's CMO

THE MARKETING LANDSCAPE IS EVOLVING AND STREAMING HAS EMERGED AS A POWERFUL TOOL FOR MARKETERS.



audience. By putting hard planning, research and work into developing an event that explored its topic in a number of ways and had guests leaving with new ideas and inspiration, these events guaranteed high cut-through and a warmer reception as the leads were nurtured into a sales pipeline.

Credibility

Partnering with an organisation that has a good reputation, among whatever community you're trying to reach, is a sure way to avoid having your content or event come across as just another sales pitch.

KEY TAKEAWAYS

The Espresso Series was a fine example of a long-term, well-planned and strategised content marketing campaign. Set up around a hero piece of core content – the two events themselves – it built awareness and traction with content marketing material such as pre interviews with panellists and audio experts, and contained a range of display advertising material. Every effort was made to support the key goal of securing great (and relevant) audience attendance, and the excellent insight and discussion from the events was leveraged to form a premium asset that

continues to serve as a high-performing lead magnet. Think about how you can devise one hero piece of content that is highly valuable and cements your reputation, then plan smaller pieces of support content to build momentum beforehand and guarantee value in the long run.

COVARIS – COMMON APPROACH FOR ASSET MANAGEMENT AND STATUTORY OBLIGATIONS



Applicable risk matrix identifies the categories for the consequence and the Likelihood of occurrence of failure of an asset to perform its function. Risk rating is identified based on the asset failure likelihood and consequence. A sample risk matrix is shown in Table 1. Based on this risk matrix asset critically is ranked as:

1. Low Green
2. Medium Yellow
3. High Orange
4. Extreme Red

		CONSEQUENCE RATINGS				
		Catastrophic (S1)	Major (S2)	Moderate (S3)	Minor (S4)	Minimal (S5)
LIKELIHOOD	Almost certain (L1)	A	D	J	P	S
	Likely (L2)	B	E	K	Q	T
	Possible (L3)	C	H	M	R	W
	Unlikely (L4)	F	I	N	U	X
	Rare (L5)	G	L	O	V	Y

Table 1 Level of Risk; NSW Health Risk Matrix [4]

4. STATUTORY COMPLIANCE FRAMEWORK

The process ensures the statutory compliance by providing the line of sight from statute to regulation to asset class and to maintenance job plans. It provides the asset manager the visibility of the requirements of maintenance for each asset type and ensures the compliance on the maintenance requirement of the asset portfolio.

The process follows the following steps:

1. Ensure we have a current asset register with the required attributes including asset types.
2. Identify the applicable Acts, Regulations or Codes of Practice for the

Initially produced for the 2017 IHEA Healthcare Facilities Management Conference by FM Media, the research paper has set a new standard for asset management and compliance with statutory and regulatory obligations.

It does so by outlining four key processes to ensure a uniform

approach to data collection, validation, development and management across a portfolio. These processes ensure system integrity and compliance. While the standard has been established with the healthcare system in mind, the authors recognise its relevance to other sectors and present the information accordingly.

The four processes – asset validation and data collection, asset condition assessment, asset criticality analysis and development of preventative maintenance strategies for maintainable assets – are broken down clearly and comprehensively, with accompanying visuals where relevant.

The authors go on to provide information on the importance of regulations and how to reference them to ensure compliance. It uses fire hose reels – a piece of

COVARIS PTY LTD.**COMMON APPROACH FOR ASSET MANAGEMENT AND
STATUTORY OBLIGATIONS****Sayed Safi and Michael Leversha****SUMMARY**

This paper was written by Covaris for presentation at the 2017 IHEA Healthcare Facilities Management Conference and remains the Primary Methodology for FM Statutory and Regulatory compliance. It provides a high-level view of a project undertaken for a customer.

The work involved the upgrade of the asset management system from initial asset validation to a final upload of the master data. Four processes have been developed to ensure that data collection, validation, development and management is consistent across the portfolio. The techniques outlined in these processes are presented utilising a case study involving a portfolio of public hospitals. However, this methodology is also applicable to other Industries.

The first process covers asset validation and data collection, including guidelines for asset attributes and data standards. The second process is asset condition assessment. The third process provides a consistent procedure for asset criticality analysis. The last process is the development of preventive maintenance strategies for maintainable assets.

The main requirement of the maintenance strategies is both assuring equipment reliability and compliance with statutory obligations. The process ensures statutory compliance by providing a line of sight from statute to regulation to asset class and then to maintenance job class. It provides the asset manager

equipment all facility managers know well – as an example, listing the applicable documents, government regulations and standards that confirm statutory compliance.

WHY IT WORKED**Broad relevance**

While the paper was written for the healthcare sector, it demonstrates industry-wide relevance. This is crucial when considering the scale of the facility management industry and potential audience, unless there is a need to tailor to a niche.

Comprehensive but concise

The paper covers a vital and complex topic, but makes sure

not to forgo readability and accessibility. Facility managers are renowned for being time-starved; finding the balance between demonstrating the importance of the topic and making a paper easy to read is crucial to a strong campaign.

Provides examples

By breaking down the process of ensuring regulatory compliance using a universally recognised example, the paper goes beyond opinion and encourages readers to pay attention.

KEY TAKEAWAYS**Set the standard**

The paper doesn't seek merely to address the issue; it establishes

a process that confirms Covaris as an expert organisation and encourages repeat reading. This increases the chances that readers will follow the call to action or otherwise engage with your organisation.

Demonstrate viability

Using case studies as a basis for the process the paper establishes and encourages practical application.

Visuals increase value

Through the use of charts and tables etc, the readability and accessibility of a paper is increased.

TORK – THE VALUE OF DATA-DRIVEN CLEANING FOR THE FACILITY SERVICES INDUSTRY

Facility management is not immune to the changes and challenges brought about by the evolving workforce. Big data, the Internet of Things (IoT) and automation are redefining the way we operate, and only those who are prepared for what's to come will survive it.

Here, the authors consider the demands of the future on the facility service industry by first reflecting on the industry as it is today. This establishes them as experts, while the statistics and quotes they present drive home just how serious the topic is. Both positives and negatives

are presented to highlight the opportunities ready to be tapped by savvy organisations and the barriers that stand in the way.

Once the challenge is firmly established, the authors unfurl the solution in much the same way. Statistics and quotes reinforce an opinion that has been confirmed as deriving from an expert(s) in the previous segments.

By focusing on three key industry considerations and how they benefit from the implementation of new technology, the authors demonstrate the scale of the

evolutionary shift in practical and actionable ways.

WHY IT WORKED

Understands the audience

The paper sets up a challenge and solution through the presentation of ultra-specific statistics and concerns. There is no mistaking the authors' understanding and expertise, so the intended audience is sure to pay attention.

Drives home the value

The paper takes its time discussing the industry as it stands in the present. It doesn't assume a certain level of



The Value of Data-Driven Cleaning for the Facility Services Industry

Introduction

With the fourth industrial revolution upon us, the rate at which technology develops seems to know no bounds. The rise of Big Data and the Internet of Things, in particular, is disrupting the way businesses operate in many industries, not least the facility services industry.

In this constantly changing environment, in which increasingly savvy customers generate growing demands on service providers, companies need to think and go about their business differently. This transformation, however, is not simply about companies introducing new technology for the sake of it, but rather about creating value by harnessing data to gain better insights and solve business challenges. Companies that fail to re-think and optimise their operations through data-driven insights will find it increasingly difficult to remain competitive, and could be rendered obsolete in the future.

For the facility services industry, the speed and ubiquity of change is profound. Facility service providers must be capable of continuously dealing with today's most pressing challenges – low profit margins, high staff turnover and absenteeism, frequent customer churn, rapidly changing workplaces – while also making sure to prepare themselves for the complexities of tomorrow. Data-driven cleaning is one solution that enables businesses to apply new forms of technology to overcome both long-standing and new challenges, helping them to stay competitive and increase their performance in the marketplace.

This paper focuses on data-driven cleaning, its value, and the effects it has on the facility services industry. It first discusses the major challenges facility service businesses face today, and then focuses on the opportunities and value that advanced data capabilities bring for both service suppliers and clients.

The Internet of Things is a technological revolution but more importantly it's driving a business revolution. New processes and business models emerge, helping industries to shift their focus from production details to actual outcome and value.

- Corine Schep, EMEA Director for Data, Artificial Intelligence, Advanced Analytics and IoT at Microsoft

It is not business as usual, and we are adopting new tools to challenge the way we work. Data-driven cleaning enables us to be leaner and optimise the organisation we already have

- Jean Dussaix, Senior Global Category Buyer at Sodexo

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Data-driven cleaning: A paradigm shift for the facility services industry

Data-driven cleaning means enabling an industry to shift from introducing incremental updates to redefining what cleaning can achieve. It provides facility service companies and their staff with new and smarter ways of working in order to remain competitive, and a new logic for cleaning that not just meets the expectations of increasingly demanding customers, but exceeds them and shapes new ones.

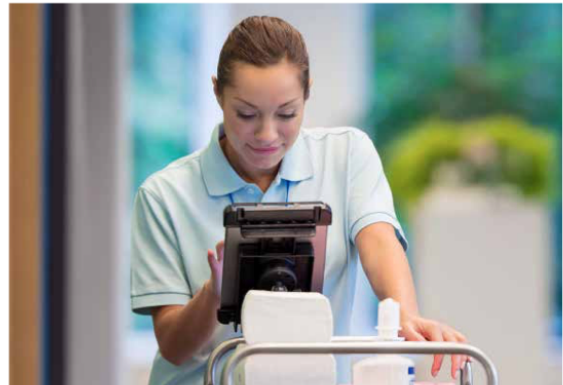
The core of data-driven cleaning is advanced technology and connectivity, but the value it provides lies in what it enables the humans who use it to do: empowering cleaners to act on real-time information to work more efficiently, eliminate unnecessary work, and ensure an even higher quality of cleaning, as well as enabling managers to make other and better decisions to optimise operations.

Industries tend to move and change very slowly due to certain institutionalised logic that dictates how they operate. If you want to innovate as a company today, you need to challenge that logic and come up with new ideas. You need to change the rules of the game.

- Professor Kaj Storbacka,
Graduate School of Management at the University of Auckland Business School

Data-driven cleaning changes the industry. Firstly, it dramatically improves efficiency. Secondly, it boosts staff motivation. We can see how it increases our staff's engagement. Thirdly, it creates a new and higher standard of cleaning for our customers. With real-time data, we are going to increase the performance of the whole market.

- Jean Dussaix, Senior Global Category Buyer at Sodexo



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understanding in its readers, which allows it to drive home the challenges before offering value through its solutions.

Offers actionable solutions

Rather than broadly dispensing proof that the cleaning services industry will benefit from new technology, the authors focus on three important examples and so set the foundation for readers to start implementing it.

KEY TAKEAWAYS

Highlight expert voices

Not only does the highlighting of important quotes provide a strong aesthetic, but it also reminds readers what they should be taking away from the paper.

Do your research

Make sure that what the author sees as being important and relevant to readers is important and relevant. Provide facts or quotes to confirm it.

Future-proof solutions

Don't just highlight the immediate benefits. Demonstrate why the paper's findings will be just as relevant in the future. Facility managers and those in associated fields want to know that they are making long-term investments so that they can convince executives to approve solutions.

AGED CARE TREND REPORT



Covering current thinking, technology, the rejection of institutionalised homogenous design and the move towards an individually-focused approach, *Australian Design Review's* Aged Care Design Trend Report is a must-read for all designers and architects.

Launched at a breakfast panel event, the report provides a deep dive into the aged care design landscape now and in the future. It included comments from a number of industry experts, including Collard Maxwell Architects' Charles Fortin, Julie Ockerby, Meli Studio's Katrin Klinger and Fulton Trotter Architects' Mark Trotter.

Based on insight from a variety of design experts and academics, the report focuses on the way

aged care spaces are increasingly 'homes away from homes'.

The report also explains how to design for dementia and the impact of new technology.

WHY IT WORKED

Targeted

The report provided useful and specific guidance on designing for aged care. Since people aged 65+ represent 25 percent of the Australian population, the report was relevant to the current situation of the industry. The content was well-structured, first making a case for why it's important to invest in aged care, then providing applicable advice.

Brand strength

The report positions itself as a credible resource through the use of reputable authors, experts in the industry who are recognised for their work in this sector.

Amplification

The trend report was delivered in connection with a breakfast panel event that promoted it and extended its reach. The report was then available to online subscribers at www.australiandesignreview.com

KEY TAKEAWAYS

Clear, concise and applicable content is always appreciated. Rather than putting together a generic report that outlines the problems of aged care design or the need for better design, the Aged Care Design Report provided takeaways, making it an essential resource for those in the industry. This is a proven content marketing strategy that is further amplified by tying it to an event chaired by experts, adding to the report's credibility and ensuring it gets into the hands of the right people directly.

HAYMES PAINT – DOWNLOAD THE COLOUR LIBRARY



To promote a new suite of products to protect paint from the elements and graffiti, Haymes Paint wrote a celebration of some of Melbourne's iconic street art. Despite street art's reputation as an ever-changing, evolving form, a lot of larger works in the city – such as Keith Haring or Matt Adnate's murals in Collingwood – are intended as permanent public fixtures. Hence the necessity of products which protect from weather and other street artists' work.

To promote the products, Haymes partnered up with local artist Mike Eleven to paint the Bunjil's Children Sandringham mural for the Sandy Street Art Project in partnership with the Boon Wurrung Foundation and Bayside City Council, to celebrate the work of Aboriginal community elder Caroline Briggs.

A photo essay of the mural painting process – including demonstrations of wiping clean graffiti after the application of Haymes Ultimate Non-sacrificial Anti-Graffiti – was written and published on australiandesignreview.com

Through the artwork and the written piece, Haymes was able to generate interest and direct readers to download its most recent colour palette.

WHY IT WORKED

Embrace culture

Haymes could very well have chosen to run a dry product breakdown of its new range, but would have risked losing the interest of readers. By embracing street culture and partnering with local artists, it established itself as a member of a community of artists, designers and trendsetters reading

australiandesignreview.com while still showcasing its products.

Visual appeal

The striking appeal of the Bunjil's Children mural certainly turns heads, and the australiandesignreview.com piece tells the story in a way that holds the reader's attention for the entirety of the piece.

KEY TAKEAWAYS

Think locally, engage globally

Think about how your next campaign can support an interesting and relevant event or project. These partnerships and the opportunities for great content that follow, are delivering wins for brands big and small.

Don't tell me, show me

Beyond delivering engagement, any chance to demonstrate your product at work, can go much further with your audience than text on a page.



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At Niche we are committed to building great relationships between brands, clients and audiences. We're the voice that lets you tell your story and build loyalty and trust. As technology continues to disrupt the way people consume content and engage with brands, we'll help you evolve your connection with your audience.

We partner with businesses to create tailored content marketing strategies, producing and amplifying content and assets for every channel, and provide ongoing analysis and optimisation, to drive direct results for your business.