

## PwC | Gold Winner

Driving Business with Thought Leadership

# Consumer Intelligence Series

## BUSINESS CHALLENGE

PwC is seeking to be recognized by C-Suite executives as a thought leader, but has been historically less well known in this regard. Concurrently, thought leadership within the B2B space is becoming ubiquitous. Too often, it can be dry and boring, too dense to read, lack detailed implications, based on fluff, or simply a series of opinion-based blog posts. Additionally, differentiation within the category is challenging as many competitors offer many of the same services, so PwC knew it was time to push its thought leadership capabilities further. PwC's "Consumer Intelligence Series" thus took on the goal of establishing the firm's expertise in new business areas to improve the firm's reputation in the strategic advisory space.

## PROGRAM OBJECTIVE

PwC built out a content platform called the "PwC Consumer Intelligence Series" (CIS) that included four major content streams, along with marketing campaigns for each, over the course of twelve months. Our primary target audience was "Business Decision Makers" (BDMs) in large organizations across divisions. To understand where the PwC brand stood with this audience, PwC conducted an in-depth review of PwC and competitors to increase brand strength and differentiation. This led to the following driving target insight for the CIS initiative: **"Show, don't tell."** We learned that simply talking about PwC's brainpower or strategic capabilities was not enough for our busy and skeptical audience. PwC needed to prove that they are thought leaders by uncovering new "aha's" about important topics with high pay-off implications. These BDMs were particularly intrigued by the idea of grounding content in high quality empirical data—in this case, consumer research consisting of qualitative, quantitative, and online listening—rather than opinion.

## PROGRAM EXECUTION

Executed in a way that was consistent with our target insight—this includes both the topics we picked, basing our findings on empirical evidence, the way we conducted our research, and how we served up the findings—we analyzed:

- **"The Wearable Future,"** a deep dive into consumers' growing fascination with wearable technology.
- **"Videoquake,"** a look at consumers' changing relationship with TV viewing.
- **"The Sharing Economy,"** an investigation into consumer views of collaborative consumption.
- **"Bonfire of the Brands,"** a fifteen-year study on consumer attitudes towards brand leadership.

Each topic was grounded in a report accompanied by infographics and a brief animated video asset. For each report, we created a custom content strategy that would reach our target audiences through: public relations, digital, online video, and live events.

## BUSINESS RESULTS

The program worked. There were nearly 300 unique stories in the press, such as *Wall Street Journal*, *NY Times*, and *Bloomberg BusinessWeek*; 10x the average PwC social media engagement; and over 35 million impressions. The program was an important contributor in helping increase PwC's "Brand Strength" score among business decision makers by over 20%. And just as importantly, PwC partners used the content to help develop significant new engagements and solidify existing client relationships. As a result of the success, the program was expanded this year to cover more topics, to use new research tools, and to span across territories.