



Audience insight and brand awareness in the public sector...

the challenge

Experian QAS, a leading supplier of address management and identity verification solutions, were looking to gain an in-depth understanding of the public sector and strengthen awareness of their brand amongst this audience. With an online community of over 22,000 registered technology professionals, PublicTechnology.net offered both the perfect environment and a range of unique engagement solutions.

Working closely with Experian QAS, the Sift Media team delivered insight into the public sector and helped to establish the most appropriate messaging to achieve the objectives of inspiring trust and confidence in the Experian QAS brand. The challenge involved close consultation with not only the campaign management team, but also with in-house designers who were required to create compelling creative to engage the audience.

the solution

A messaging workshop was delivered to the Experian QAS team, by industry expert and PublicTechnology.net editor Stuart Lauchlan, which offered guidance in communicating with the public sector. This resulted in the creation of a roundtable event with discussion between a number of expert panellists.

A live video of the roundtable was hosted in a dedicated 'resource centre' on the Public Technology site and was supported over the 3 month campaign period with a drip-feed of downloadable thought leadership whitepapers and case studies. A fully integrated campaign was created around this area, including interactive display advertising and editorial support – both on site and in the weekly email newsletters delivered direct to PublicTechnology.net members.

the results

The solution from Sift Media was a comprehensive package of industry insight, brand exposure and thought leadership as well as lead generation through the use of contact forms as part of the download process.

The campaign delivered reach to the public sector across multiple touch points: with related editorial reaching many thousands, over 825 visitors to the data capture page and over 80 quality targeted public sector leads as a result of the download solution.

The campaign exceeded expectations and perfectly met the objectives from Experian QAS by increasing the visibility of the brand within the public sector and nurturing trust by positioning themselves as experts.

