THOUGHT LEADERSHIP THROUGH VISUAL STORYTELLING

CHALLENGES

- Social footprint of consulting experts for a Fortune 50 client was inconsistent and minimal
- Best practices were not uniformly embraced
- Complex solution offerings were difficult to communicate across customer silos, as well as within the client organization

COMMERCIAL INSIGHTS

- Cross-selling is a powerful driver for growth, but lacking the tools to communicate a broader offering
- Client reputation extremely strong in one category
- Needed to bridge to other offerings
- World-class authorities in multiple domains; need to amplify and socialize their message, especially to C-suite customers

RESULTS

- Worked closely with Subject Matter Experts to create highly immersive infographics
- Created immersive convention experience for delivery of solution messaging via mobile, tablet, and rich media dashboard
- Developed a suite of visual storytelling tools that helped to unify messaging

ENGAGEMENT

- Reached C-level customers with engaging visual storytelling

AWARENESS

- Activated social channels such as LinkedIn to drive awareness

CLARITY

- Clarified messaging and provided compelling user experiences around integrated offerings

IMPACT

- Visual storytelling approach was adopted by multiple divisions, helping to drive thought leadership to more than 2,500 LinkedIn followers

2,500 LinkedIn Followers

Linkedin Followers

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