Research as a marketing tool

Our ongoing work with Canon Europe has offered a full understanding of the commercial print market direction, and allowed them to position themselves as trusted thought leader.



The Breaking Blue challenge

Canon needed independent research to highlight current and future trends that might impact their customers' businesses. They came to us because they knew we had the reach and the expertise to engage with the relevant audiences, and they knew we could handle their professional reporting requirements.

The solution

We designed and delivered a large-scale, in-depth research study examining businesses across Europe and the Middle East. Based on the study, we authored a range of research reports reaching over 10,000 people via Canon sales teams, press launches and trade shows.

So…

We worked closely with Canon to disseminate the insights, including joint press conferences, speaking at industry events and working with Canon on co-ordinated social media campaigns. As a result they improved its sales force effectiveness, generating more than 600 positive press articles, thought leadership papers and helped Canon to build alliances with print industry bodies.