

SITUATION

A national financial services firm serves both the consumer and B2B markets. Brand positioning and ad messaging are critical success factors in the industry. However, since reliable data was not

available, marketing leadership was struggling to keep a pulse on their competitive position in the B2B market.

CASE STUDY: AD TRACKING & POSITIONING



SOLUTION

Line of Sight, in collaboration with the client's marketing teams, leveraged their capabilities in market data extraction to capture advertising of 30+ brands across multiple media platforms. Information was collated on a shared intelligence platform and monthly reports told the story in charts and vivid examples.

"We went from having virtually no visibility to competitive positioning in our B2B channel to a program that is now considered as strong, or better, than what we have in our consumer channel." – Senior Director, Market Research

BENEFIT

Within a year, two deeply held beliefs changed. First, the marketing team believed that B2B social media was a waste of time. Using the new insights, the client found value in and invested in a new social media campaign. Second, the team had done very little thought leadership messaging. Upon discovering the extent to which competitors were leading with thought leadership, they restructured their team focus.



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