



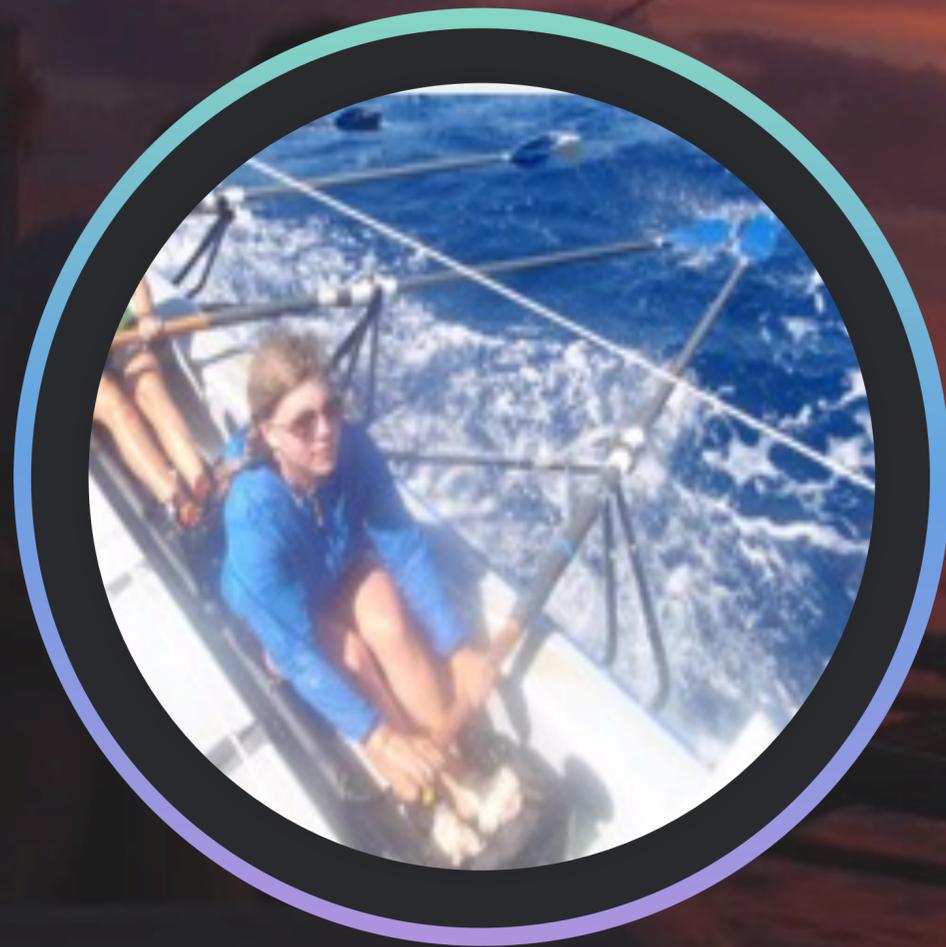
Building Great Content on Complicated Subjects

Liz Koenig

Social Strategist

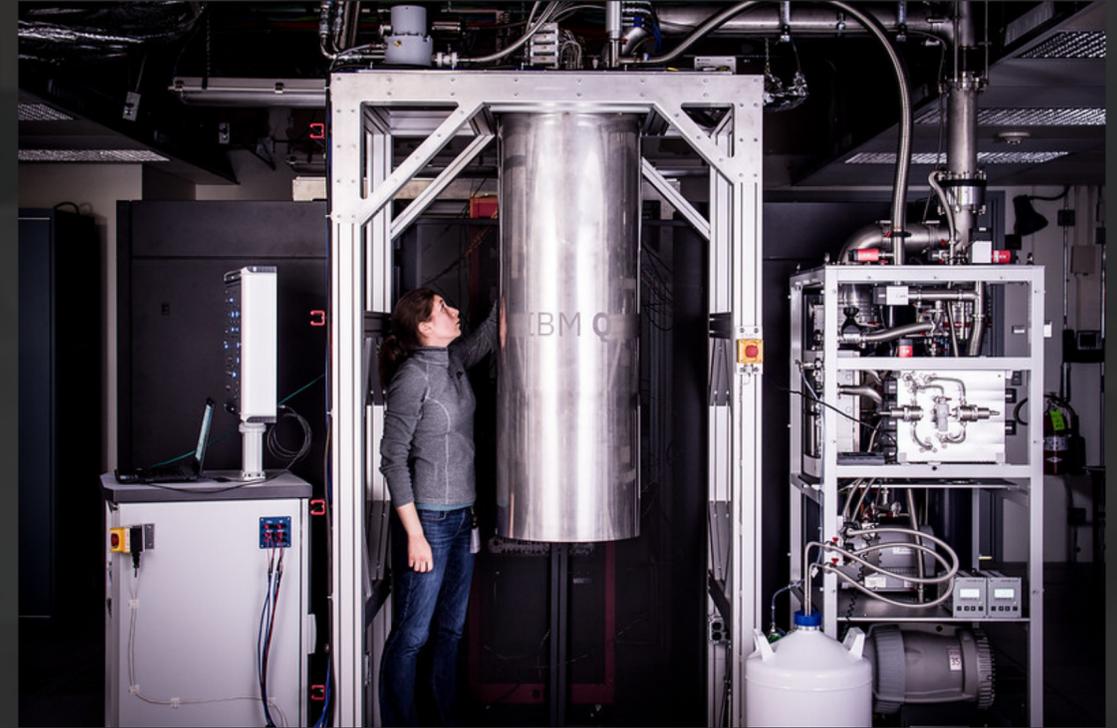
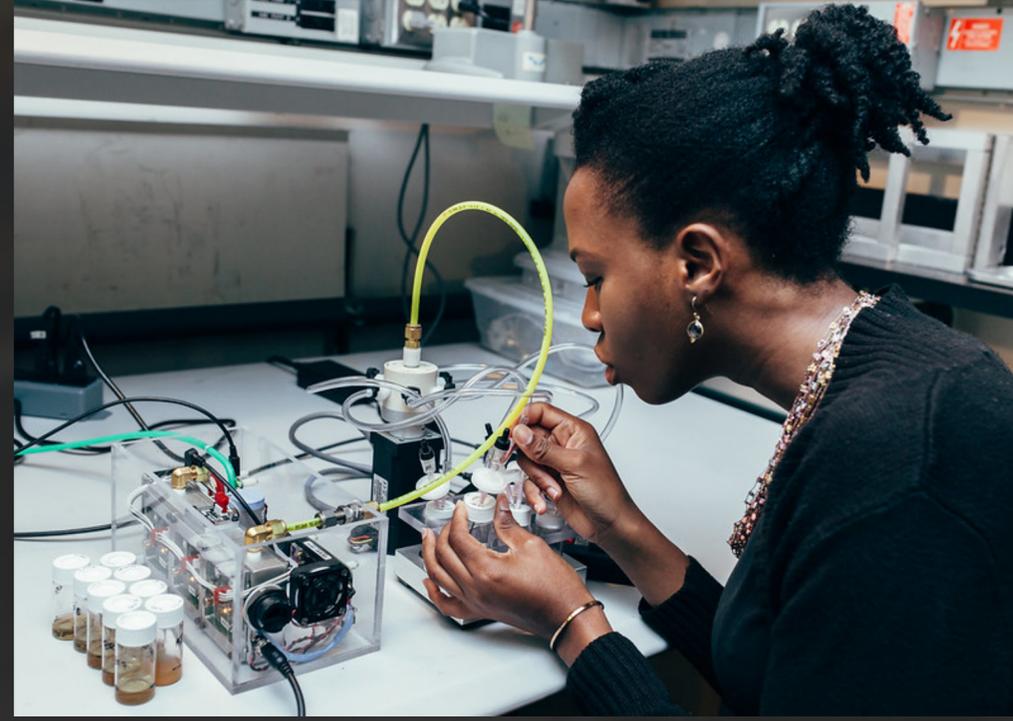
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About me: From Ocean Rowing to Social Media



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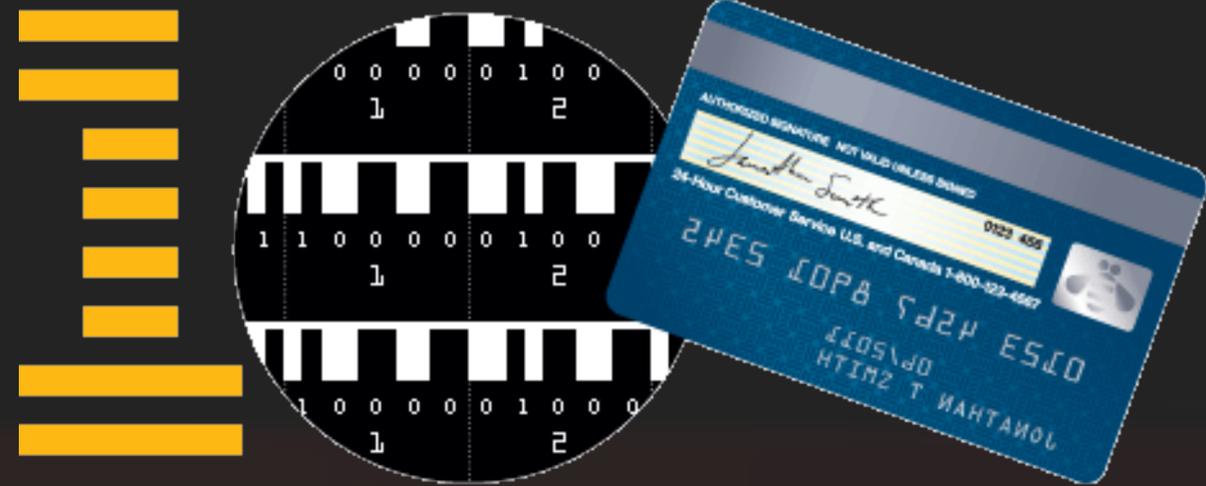
IBM Research has 14 labs across the world that are home to over 3,000 researchers. We invent things that matter to the world. Today we are pioneering into technologies that will transform industries and society, including the future of AI, blockchain, and quantum computing. Our topics can be so complex, that it can be a challenge to articulate why they are important.





IBM Research has created technologies that you may not know have affected you. And today more technologies are being created that will play a significant role in our world

Magnetic Stripe Technology



Some elements of everyday life are so deeply engrained that it's hard to imagine how we coped before they existed. For many individuals born after 1970, that's true of the magnetic stripe on credit and debit cards. People around the world swipe their cards through “mag stripe” readers more than 50 billion times a year. What they don't realize is what a major shift this seemingly simple technology represented for retail, transportation and daily life.

UPC (Universal Product Code)



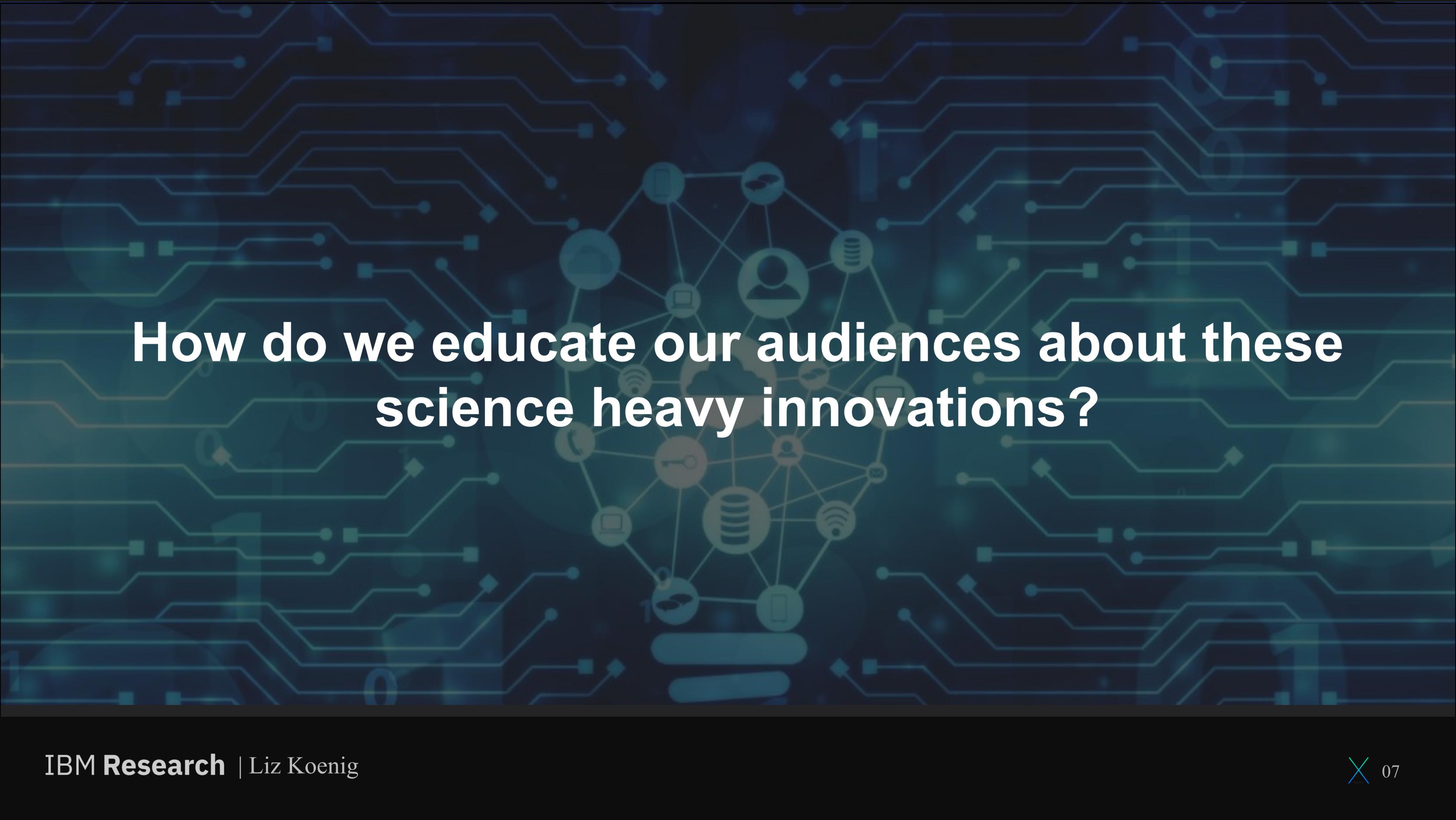
The humble Universal Product Code (UPC), also known as the bar code, along with the related deployment of scanners, fundamentally changed many of the practices of retailers and all organizations that buy and move things, from large industrial equipment to pencils purchased in stationery stores. These two technologies led to the use of in-store information processing systems in almost every industry around the world, applied to millions of types of goods and items.

SAGE

(Semi Automatic Ground Environment)



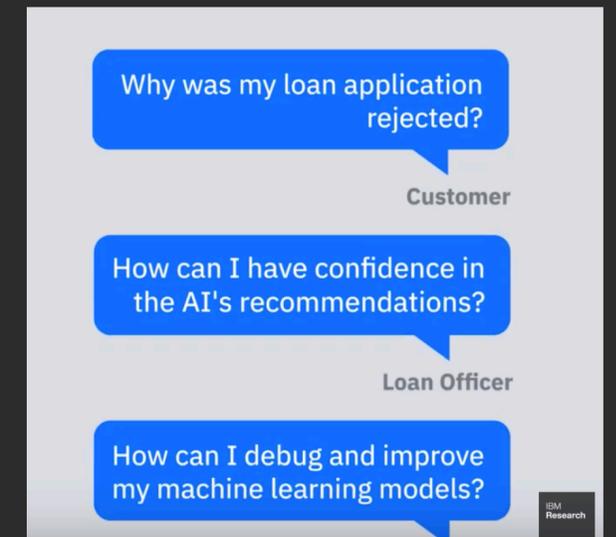
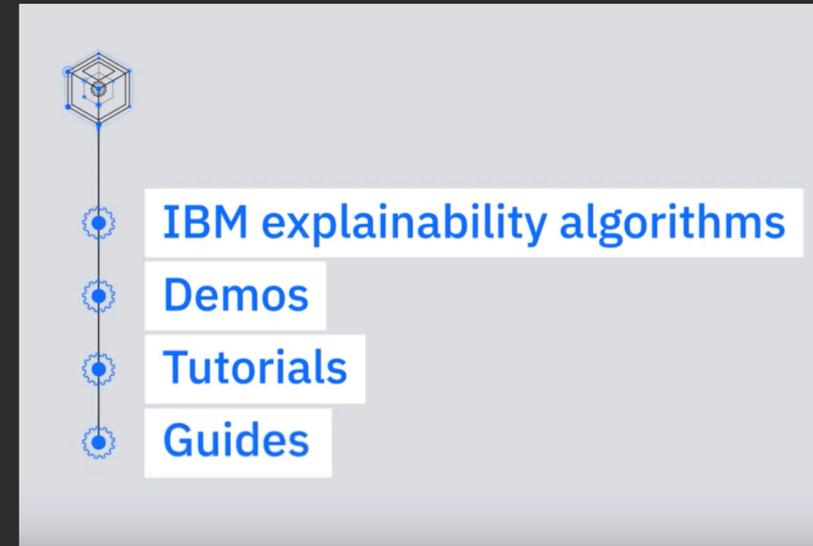
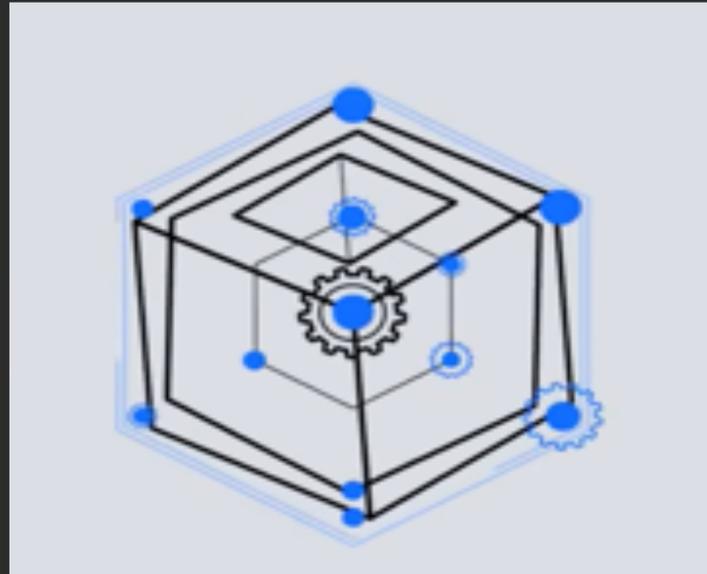
When the Soviet Union detonated their first atomic bomb on August 29, 1949, the United States government concluded that it needed a real-time, state-of-the-art air defense system. It turned to Massachusetts Institute of Technology (MIT), which in turn recruited companies and other organizations to design what would be an online system covering all of North America using many technologies, a number of which did not exist yet. Could it be done? It had to be done. Such a system had to observe, evaluate and communicate incoming threats much the way a modern air traffic control system monitors flights of aircraft.



How do we educate our audiences about these science heavy innovations?

Visual Storytelling

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What is the big take away?

- In two sentences what do you want them to know?
- Understand who your audience is.
- What are their interests?

What form of media helps visualize the concept best?

- Use measurement tools to understand what type of content your audience reacts to, and deliver more of that!

Spark Curiosity

- Focus on the most captivating element of your story.

How much content do you need?

- What are your realistic content needs. Educate but don't dilute the message.
- Secondary content needs - Continuing the story and education off social.

How do you deliver it?

- How many accounts and social platforms will be telling this story?

Case Study: IBM 5 in 5 - "From Seed to Shelf: How IBM Innovations Will Transform Every Stage of the Food Supply Chain"



The Big Takeaway

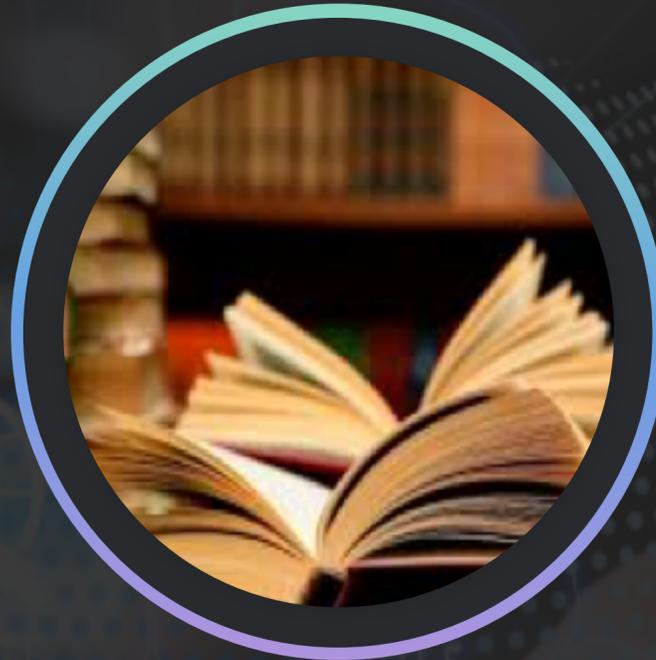
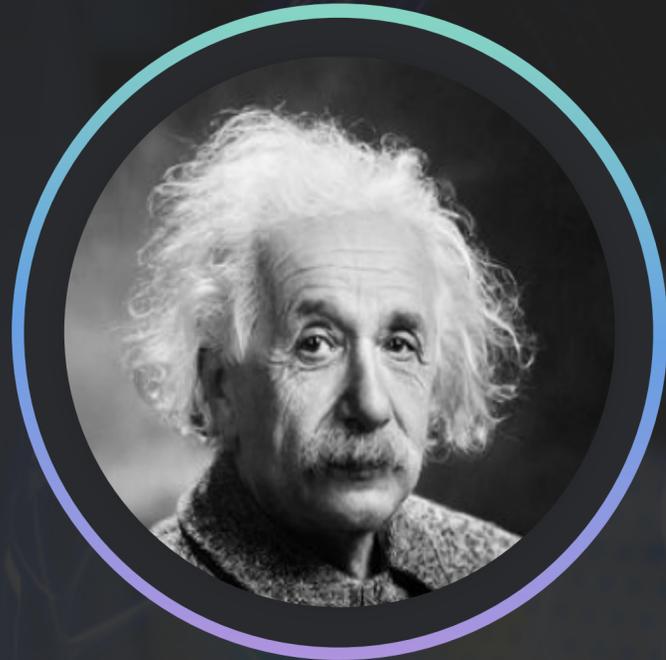
IBM Researchers are working to transform the food supply chain as we know it.

IBM Research predicts 5 innovations that will change our lives in the next 5 years.

Case Study: IBM 5 in 5 - Objectives

- Cement leadership and share of voice in key technological innovation areas including AI, blockchain, the Internet of Things, cloud computing and chemistry.
- Build the IBM reputation as one of the world's most innovative companies and a leader in cutting edge research and technologies that will change the world.
- Expand our reach with aggressive communications and shareable assets that push beyond traditional targets.

Case Study: IBM 5 in 5 - Audience



Additional Audience Considerations

- This year's 5 in 5 would be announced at the annual IBM THINK Conference.
- IBM Corporate social handles would lead the distribution charge with the reveal.
 - IBM Research social channels would deep dive into the technology.
- Specific IBM business units would further deep dive into predictions specific to their function

Case Study: IBM 5 in 5 – Know Your Metrics

The #'s

- IBM Research video engagement performs 36% higher than photos
- IBM Research video content delivered 13% more engagements when they were about technologies that have multiple steps between the technology and affecting the consumer.
- When looking at top performing content across all IBM social handles, photos performed 28% better.

Case Study: IBM 5 in 5 – The Content

Master Brand



Case Study: IBM 5 in 5 – The Content

IBM Research



Case Study: IBM 5 in 5 – The Content

Business Units



▶ Spoiler Alert: Blockchain will prevent more food from going to waste.



▶ #Twinning: Farming's digital doubles will help feed a growing population using less resources



▶ Dinner plate detectives: AI Sensors will detect foodborne pathogens at home.



▶ Mapping the microbiome will protect us from bad bacteria.



▶ A radical new recycling process will breathe new life into old plastic

Case Study: IBM 5 in 5 – THINK 2019

Science Slam – Twitter Live

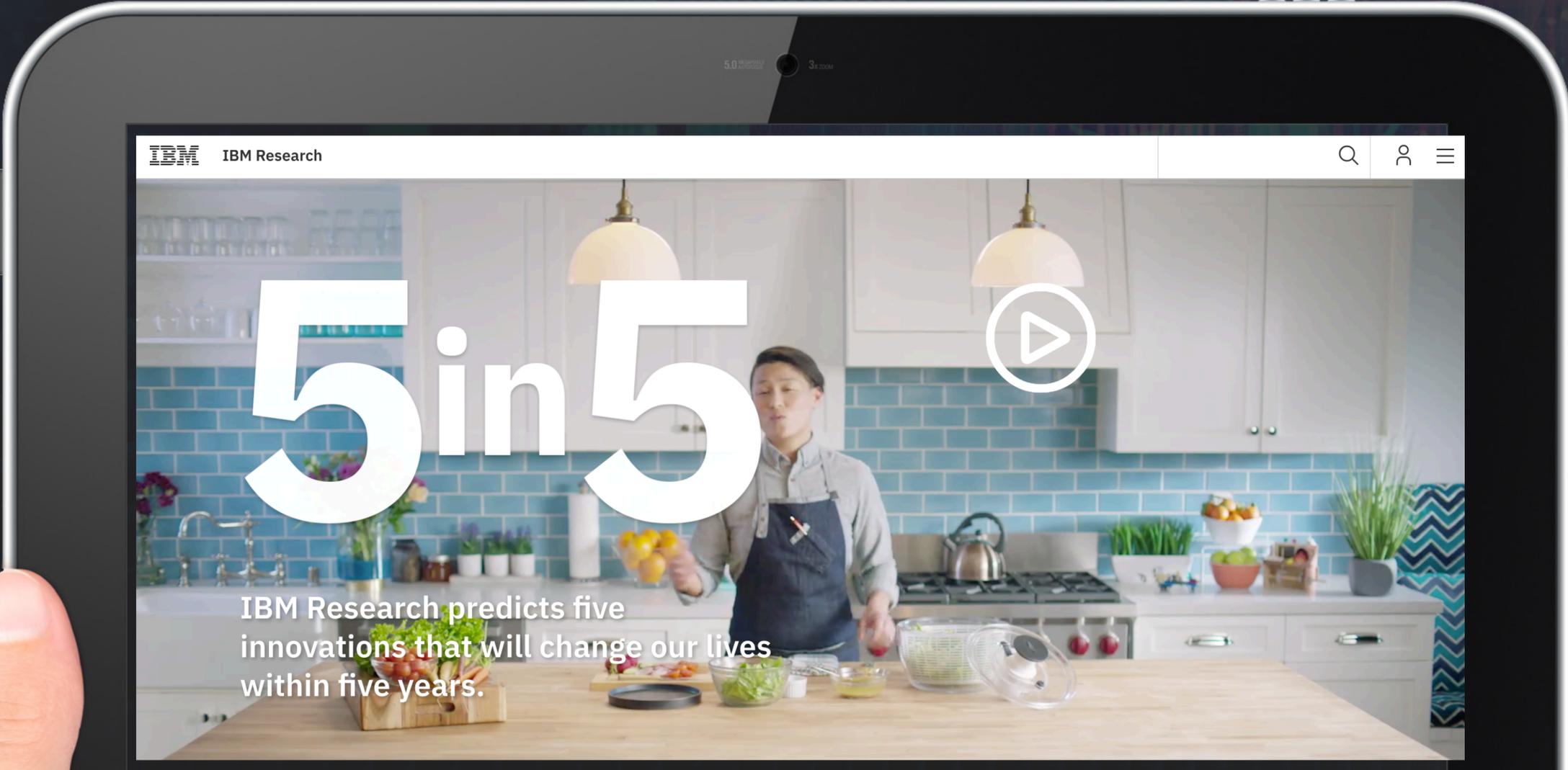


Case Study: IBM 5 in 5 – Social Distribution Strategy



Case Study: IBM 5 in 5 – Let Them Dig Deeper

Web ibm.co/5in52019

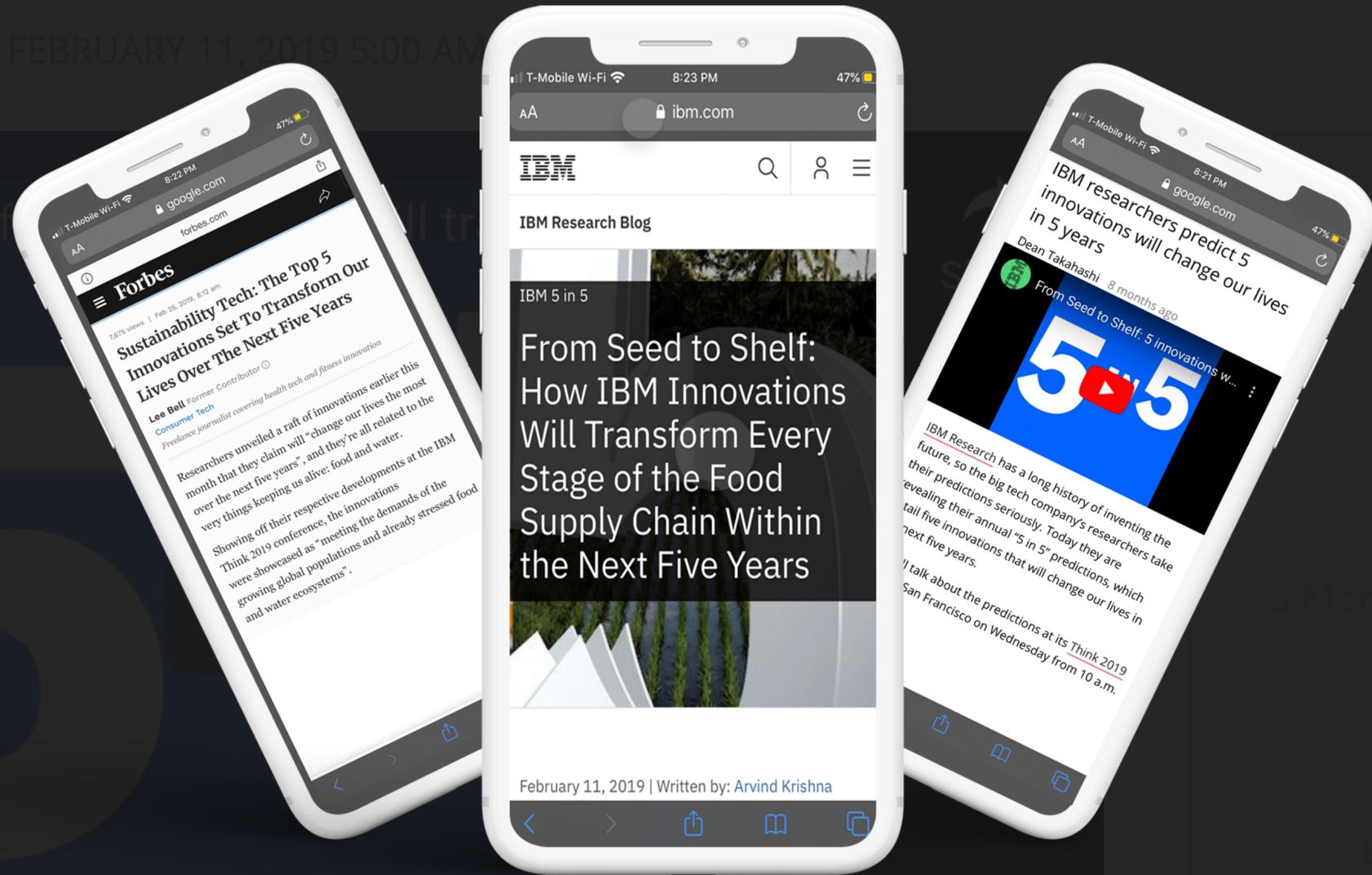


Case Study: IBM 5 in 5 – Let Them Dig Deeper

IBM researchers predict 5 innovations will change our lives in 5 years

Blog & News Coverage

DEAN TAKAHASHI @DEANTAK FEBRUARY 11, 2019 5:00 AM



Case Study: IBM 5 in 5 – Results

- Science Slam Twitter Live: 2M Views
- The 2019 IBM 5 in 5 Campaign preformed 6.5x better than last year's keynote and 4x better then engagements for an average THINK post.
- IBM 5 in 5 hero video was the 3rd most engaged IBM Research social post this year.
- On average, social posts with 5 in 5 content preformed 3x higher then engagement rate benchmarks.
- Content shared in worldwide coverage in top business, tech, and trade press as well as strong social performance among press social handles, once again cemented IBM's recognized leadership in the IT industry.
- New client partnerships established.

Questions ?

Thank You



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