

# CUSTOM CONTENT GUIDE

C&EN BrandLab's solutions  
and case studies on how to  
turn your scientific insights into  
compelling stories

SERVING THE CHEMICAL, LIFE SCIENCES, RECRUITMENT, AND LABORATORY WORLDS

**INTEGRATED ADVERTISING SOLUTIONS**

**[acsmediakit.org](https://acsmediakit.org)**



## ACTIVATE CURIOSITY: TURN YOUR BRAND'S SCIENCE INTO ENGAGING STORIES

Here at C&EN BrandLab, we believe that everyone has a story to tell. Even if you aren't yet sure what that story is or how to best connect with our audience of chemistry professionals, we can help you find the narrative that gets you to your goals. BrandLab's team includes marketing strategists, analytics experts, and PhD-level chemists with journalism backgrounds—the secret sauce that flavors and sustains our award-winning custom content campaigns.

In partnership with our clients, C&EN BrandLab creates scientifically accurate, tailored content. We can dive into technical challenges, explore case studies, bring out customer voices, and demonstrate thought leadership, ultimately creating journalistic-quality content that influences readers who have buying power. We've helped clients showcase products, generate leads, increase brand visibility, and highlight their commitment to sustainability and diversity. Learn more by visiting [acsmediakit.org/brandlab](https://acsmediakit.org/brandlab).

C&EN BrandLab has clients that span the chemical enterprise. We work with small and large companies, including makers of scientific software, instruments, chemicals, pharmaceuticals, materials, and consumables, as well as philanthropic and advocacy organizations.



### OUR CLIENTS

**ThermoFisher**  
SCIENTIFIC

**SARTORIUS**

**spectrum**  
CHEMICAL MFG CORP

**MILLIPORE**  
SIGMA

**WuXi AppTec**  
药明康德

**DASSAULT**  
SYSTEMES

**GRACE**  
Talent | Technology | Trust™

**BRUKER**

**The Welch Foundation**  
Advancing Chemistry, Improving Life

**Pfizer**

**USB**  
UNITED SOYBEAN BOARD

**PerkinElmer**  
For the Better

## MEET OUR TEAM OF EXPERT MARKETERS AND SCIENTISTS



**Shane M Hanlon**  
*Ph.D., Executive Editor*



**Melissae Stuart**  
*Ph.D., Senior Editor*



**Mariam Agha**  
*Account & Marketing Manager*



**Heather Lockhart-Neff**  
*Account & Marketing Manager*



**Cynthia Graham-Tappan**  
*Managing Director, Sales Strategic Partnerships*



**Kenneth Phan**  
*Creative Director*

### OUR PROCESS:



## MEET THE BRANDLAB SUITE OF CUSTOM PRODUCTS

One of C&EN BrandLab's greatest strengths is its flexibility. Our deep portfolio of custom content solutions means we have something in our toolkit for every scenario. Depending on a client's specific goals, BrandLab can select the product or products ideally suited to the task. Find below four examples of successful custom BrandLab campaigns or learn more about the products we offer at: [acsmmediakit.org/brandlab](https://acsmmediakit.org/brandlab).

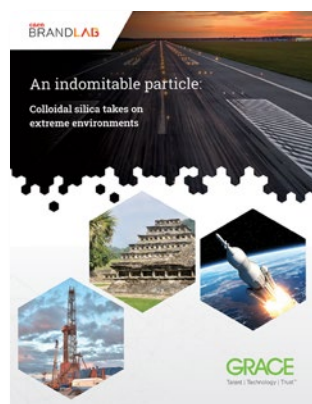
### C&EN BRANDLAB PRODUCTS:

- ✓ Native Advertising & Custom Content
- ✓ Custom Webinars
- ✓ Custom White Papers & E-Books
- ✓ Custom Social Media Campaigns
- ✓ Fully Integrated Marketing Programs
- ✓ Event Activations
- ✓ Podcasts
- ✓ Surveys & Research Reports
- ✓ Infographics

[ACSMEDIKIT.ORG/BRANDLAB](https://acsmmediakit.org/brandlab)

## E-BOOKS

Eye-catching design and multipart storytelling are powerful drivers of quality leads.



This e-book showcased the robustness and versatility of W. R. Grace's flagship product through storytelling, exploring how colloidal silica stabilizes buildings during earthquakes, preserves ancient carvings, protects sensors on spacecraft, and stands up to extreme environments in petroleum wells.

**RESULTS: 980+ LEADS**

## NATIVE AD ARTICLES

Increase brand affinity with compelling and interactive content.



The Welch Foundation created buzz at their 2022 conference by partnering with BrandLab to offer attendees an engaging audio lounge experience. Interviews with notable scientists in the lounge about the past, present, and future of scientific conferences led to a custom native article published in C&EN.

**RESULTS: 8,000+ PAGE VIEWS**

## WHITE PAPERS

Helping scientists stay on top of their game with scientific explanations, case studies, and thought leadership is a solid lead generation strategy.

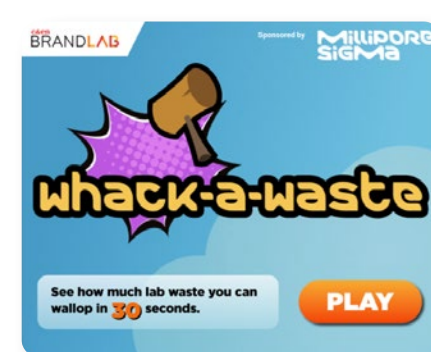


Thermo Fisher Scientific had two goals for this white paper: highlight their interest in green chemistry and showcase winners of the Talented 12 competition, which is sponsored by Thermo. The white paper did a deep dive into the science behind cutting-edge research into sustainable polymers.

**RESULTS: 870+ LEADS**

## QUIZZES

Ignite brand engagement through edutaining and interactive content.



Looking to raise awareness about sustainable alternatives to wasteful lab practices, MilliporeSigma partnered with BrandLab to develop a multimedia game based on an arcade classic, Whac-A-Mole.

**RESULTS: AVERAGE OF 8 MIN SPENT ON PAGE**

## SURVEY CASE STUDY

Want to know how your brand stacks up against competitors? Or identify customer pain points? If you have questions, C&EN BrandLab can get answers. Our team includes marketing research experts who can work with you to identify a target audience and craft questions that will return robust data. Clients can either keep findings for themselves as valuable intel or share the results as an infographic or research report for lead generation.

### BUILDING A RESEARCH-BASED NARRATIVE

**The challenge:** To get an edge in the competitive data management software market, MilliporeSigma came to C&EN BrandLab hoping to get a better understanding of customer pain points related to data management in the digital age.

**The program:** C&EN BrandLab surveyed readers to get a clear view of how chemists manage laboratory data and what aspects of data management are most challenging. The questions were also designed to provide insight into who the key decision-makers are for purchasing and implementing data management software, and to assess awareness of MilliporeSigma's data management solutions. Survey participants could opt into subsequent interviews. In addition to offering valuable internal market data, the survey results and related interviews would provide compelling source material for a public-facing research report as well as brand awareness and lead generation campaign.



### THE RESULTS



5

CUSTOM WHITE PAPERS DEVELOPED  
USING RESEARCH INSIGHTS



111

INTERVIEWS WERE CONDUCTED  
WITH C&EN BRANDLAB



237

SURVEY PARTICIPANTS  
AGREED TO BE INTERVIEWED



2,673

LEADS RETRIEVED FROM  
RESEARCH REPORT

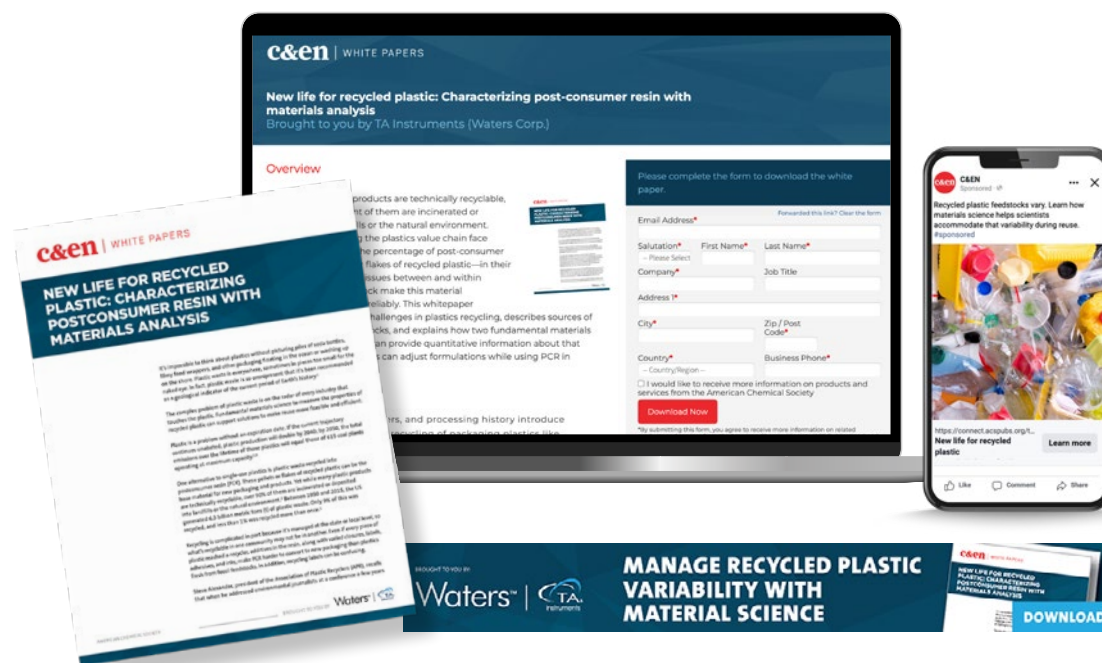


# WHITE PAPER CASE STUDY

## DEMONSTRATING PRODUCT CAPABILITIES IN SOLVING GLOBAL ENVIRONMENTAL CHALLENGES

**The challenge:** TA Instruments (Waters Corp.) wanted an effective lead generation tool that would capture leads and drive sales for its polymer and additive manufacturing instrumentation business. TA Instruments wanted to demonstrate how measurements of fundamental polymer properties could help tackle plastics waste problems. The measurements provide information that can help scientists and engineers manage variability when using recycled plastics feedstocks, called post-consumer resin (PCR). The challenge was how to present the sustainability connections in a format that was easily understood by R&D scientists in the polymer industry.

**The program:** C&EN BrandLab proposed a solution for a custom white paper that would allow TA Instruments to highlight the current challenges in plastics recycling, sources of variability in PCR feedstocks, and explain how scientists can adjust formulations while using PCR in production. The team worked closely with TA Instruments to develop the content of the white paper, and also created a marketing strategy for launch that would help them meet a guaranteed number of leads for their sales pipeline.



## THE RESULTS

 **764**  
DOWNLOADS

 **329,430**  
BANNER IMPRESSIONS

 **134**  
BANNER CLICKS

 **109,031**  
CLICKS ON FACEBOOK

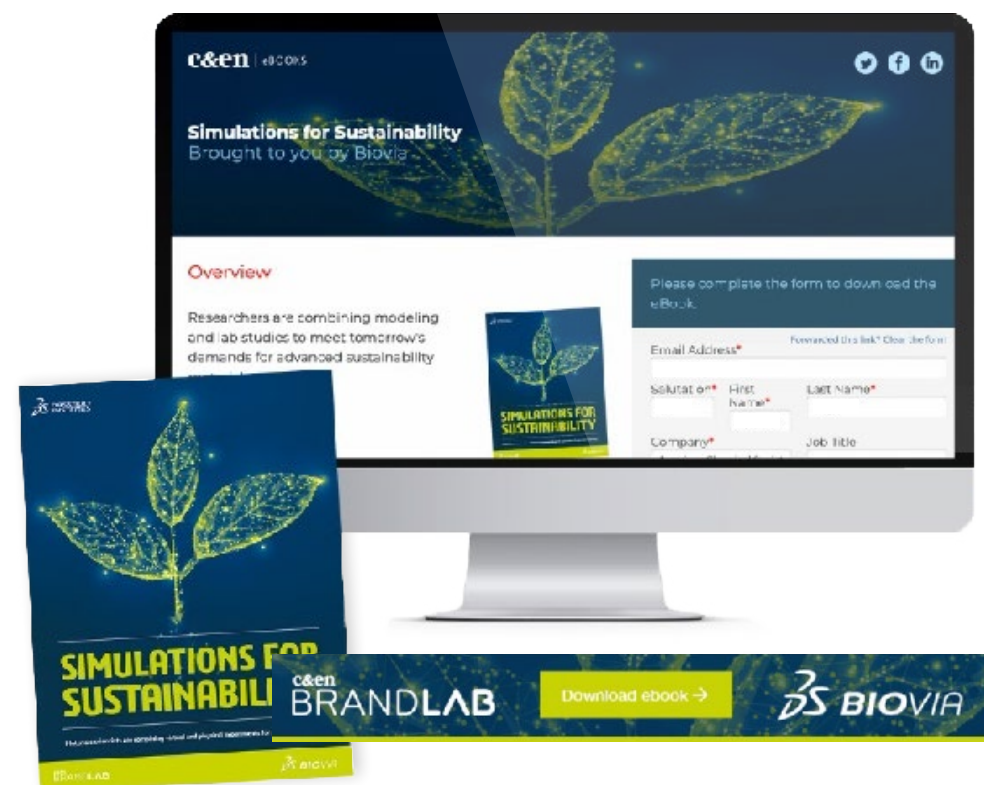
 **99**  
EMAIL FORWARDS

## EBOOK CASE STUDY

### BUILDING BRAND REPUTATION AND LEADING THE WAY FOR SUSTAINABILITY

**The challenge:** Customers, regulators, and investors increasingly require products made using sustainable materials and processes, with an eye toward efficient operation and long service life, recyclability, and environmentally responsible disposal. Biovia reached out to C&EN BrandLab with the goal to become a global brand leader in molecular modeling software. They wanted to show how their solutions could apply to developing sustainable materials for a variety of industries. Another aspect of this goal was to generate a certain number of leads for their sales funnel.

**The program:** C&EN BrandLab suggested a custom eBook campaign that would focus on Biovia's capabilities in multiscale modeling and simulation for materials science. The C&EN BrandLab team completed a deep dive into the content -- conducting stakeholder interviews and developing the story Biovia wanted to deliver. Then the team produced an eBook demonstrating how multiscale modeling can help scientists better predict characteristics of new materials for batteries and polymer composites, and also help scientists optimize sustainable development processes. After the eBook content was finalized, C&EN launched a robust marketing strategy that helped Biovia reach and exceed a guaranteed number of leads for their sales pipeline.



### THE RESULTS

 **861**  
DOWNLOADS

 **1,682,937**  
BANNER IMPRESSIONS

 **884**  
BANNER CLICKS

 **7,720**  
CLICKS ON FACEBOOK

 **183**  
REACTIONS

## C&EN ADVERTISING & SALES OFFICES

# UNITED STATES

### GENERAL SALES INQUIRIES

**Cynthia Graham**  
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# EUROPE

### UNITED KINGDOM

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**GERMANY, AUSTRIA, SWITZERLAND, THE NETHERLANDS,  
IRELAND, SCANDINAVIA, BELGIUM, FRANCE, ITALY, SPAIN,  
PORTUGAL, EAST CENTRAL EUROPE & THE MIDDLE EAST**

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# ASIA/PACIFIC

### AUSTRALIA & NEW ZEALAND

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### KOREA, JAPAN, SINGAPORE & THAILAND

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# ADDITIONAL CONTACTS

### C&EN BRANDLAB

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### DIGITAL AD TRAFFICKING

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### RECRUITMENT & CLASSIFIEDS

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