

SCHOTT raises glass consciousness with captivating video stories



SCHOTT
glass made of ideas

SCHOTT is a manufacturer of specialty glass and glass ceramics that has spent more than 130 years exploring the potential of this multi-talented material. In 2019, its potential is vast. It includes combining glass with different polymers to bring out unexpected new properties and provide a versatile platform for use-cases like sensors and digital technologies. Glass has a powerful role to play in industries from automotive to healthcare.

The Challenge

- Inspire potential innovation partners with the possibilities of glass as a material
- Position SCHOTT as a thought leader in the space
- Start conversations with SCHOTT's Opportunity Lab of R&D specialists
- Generate data on areas of opportunity, and the challenges and opportunities that businesses face on their innovation roadmaps

Why LinkedIn?

- Video content platform for professional and in-demand audiences
- Ability to target by function and seniority, across industry sectors
- Rich insight on LinkedIn members engaging with the campaign

The Solution

- Short video stories bringing to life potential future applications, and visions of glass-based technologies
- In-depth content hubs explaining each video story, with information about glass properties and an invitation to get in touch with the Opportunity Lab
- Video for Sponsored Content campaigns targeting senior innovation roles

Results

- The campaign generated over 1.6 million impressions
- Visits to the Opportunity Lab content hub increased 250%
- SCHOTT's video stories generated a click-through rate (CTR) of up to 6%
- LinkedIn is now the main external channel driving engagement with Opportunity Lab

With its slogan "Challenge glass - challenge us", SCHOTT's Opportunity Lab is a contact point to inspire potential innovators, and start them thinking beyond glass bottles and window panes. Video storytelling on LinkedIn proved to be the perfect social media channel for inspiring senior leaders in R&D and engineering, increasing visits to the Opportunity Lab by 250%.

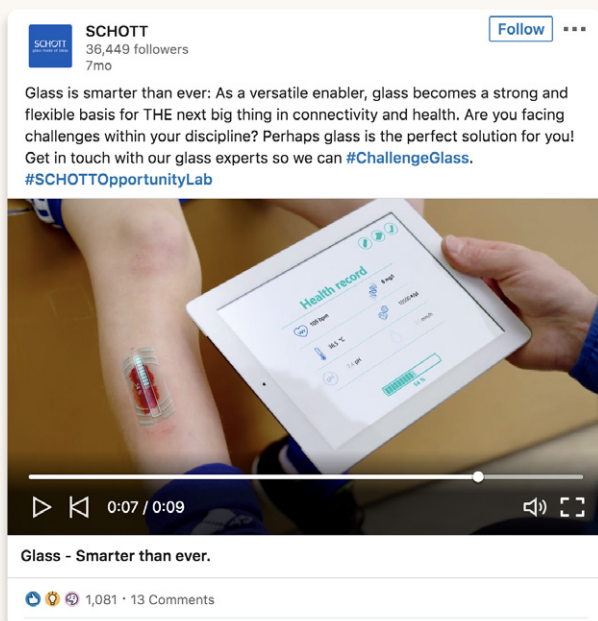
A window into the future of glass

A flexible glass band-aid that entertains children while administering a quick health check, a car windscreen that flexes when hit by a golf ball and then bounces back into shape, a fork that diners can happily crunch on as part of their meal: the short video stories that SCHOTT serves up in the LinkedIn feed are nothing if not eye-catching. “They’re designed to make people go ‘Wow!’” explains the brand’s Digital Marketing Manager, Alexander Kaiser. “Glass has all this innovation potential that many people don’t realize. It’s kind of a hidden gem.”

With runtimes of between 30 and 60 seconds, SCHOTT’s videos are designed to quickly capture attention by dramatizing the potential applications of glass in engineering – intriguing decision-makers at potential partner companies and inviting them to start conversations with experts at SCHOTT’s Opportunity Lab R&D operation.

“It’s all about starting dialogue,” says Dr. Jessica Scheler, Senior Manager for Corporate Business Development at SCHOTT. “The Opportunity Lab is our chance to get in touch with potential customers, understand their innovation roadmaps and start working with them to see if glass has something to offer in enabling their innovations. By inspiring people about the properties of glass we can connect our research to the problems businesses are trying to solve.”

250% increased on visits to the Opportunity Lab content hub



A clear view on innovation decision-makers

Putting the video stories in front of professionals with the authority to start such conversations was the key challenge for the SCHOTT campaign. “On other social media platforms you might be able to tell that someone is interested in physics,” says Alexander. “But on LinkedIn, you can target people who studied physics at university and are now working in the automotive industry, in R&D for example. Those are the kinds of targeting capabilities we need.”

Alexander and the team used targeting by job function and seniority to reach innovation leaders across a broad range of industries where glass can be used. By studying the rich LinkedIn data basis of those engaging, they were able to optimize campaigns around the biggest opportunity segments. “There are so many industries for which glass is potentially relevant that it’s been really useful to start broad and then narrow down as we go,” says Alexander. “One interesting insight was that there are particular ‘innovation hub’ locations where we get stronger engagement, and so we increasingly focused our campaigns on them.”

Using data to refine targeting in this way led to spectacular results for SCHOTT, with videos generating click-through rates (CTR) of up to 6% and the campaign driving a 250% rise in traffic to the Opportunity Lab’s landing page. Alexander sees potential for leveraging insights from LinkedIn across other channels as well. “Integrating LinkedIn and Bing is a really exciting option for us,” he says. “Being able to use the same LinkedIn targeting in our search campaigns is something we’d appreciate trying.”

“The performance of these campaigns has led us to focus on LinkedIn as our main external channel for promoting the Opportunity Lab. Our videos are outperforming CTR benchmarks by 10x and VTR benchmarks by 2x – and they are driving the right kinds of conversations with potential innovation partners.”

Alexander Kaiser
Digital Marketing Manager
SCHOTT AG

