SCHOTT raises glass consciousness with captivating video stories

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

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

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

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 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.”

A clear view on innovation decision-makers