

# Influencing decision-makers with impact makers

Schneider Electric deepens brand consideration with a multi-market, multi-touchpoint video strategy on LinkedIn



Industry: Automation Machinery Manufacturing

No. of Employees: 10,000+

Headquarters: Paris, France

"LinkedIn's first-party data gives us the confidence that we're reaching the right decision-makers in every market. It's not just about media efficiency—it's about achieving relevance at scale. This precision has helped us move from broad awareness to meaningful consideration, supporting our long-term brand growth across our key international markets."



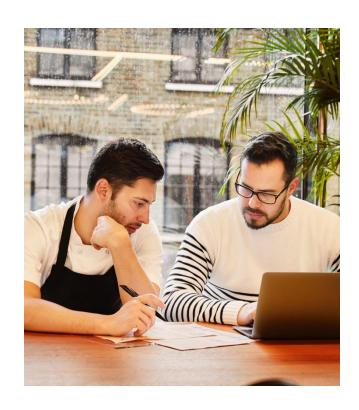
Lauren Mahoney-Pick Vice President, Creative Marketing Experience, Global Marketing Schneider Electric

## Challenge

Schneider Electric is a global leader in energy management and automation. Their purpose is to create impact by empowering people to make the most of energy and resources, bridging progress and sustainability.

The company sought to strengthen brand consideration among senior decision-makers of midsized and enterprise companies in their home market of France, as well as in their priority international markets of the US, Germany, and the UK.

Leveraging LinkedIn's accurate first-party data for precise targeting, Schneider Electric developed an international marketing strategy, using multiple touchpoints and localised video creatives to effectively reach, engage and influence senior leaders.



## Solution

Schneider Electric embarked on a two-phase campaign on LinkedIn, starting at the top of the funnel with brand awareness activity before deepening brand consideration with mid-funnel activations. To ensure that their messages reached the right decision-makers, Schneider Electric used Job Title, Seniority and Company Size targeting to zoom in on a precise audience.

#### Phase 1: Brand Awareness

In Phase 1, Schneider Electric served brand videos to their audience, taking care to ensure that the videos were subtitled in the local language to cater to audiences who watch with sound off.

Recognising the competitive media landscape in the US, they extended their reach by introducing Linkedln's Connected TV ads. By repurposing existing video assets and delivering these directly to audiences in their living rooms, Schneider Electric created a seamless, large-screen experience with targeting precision.

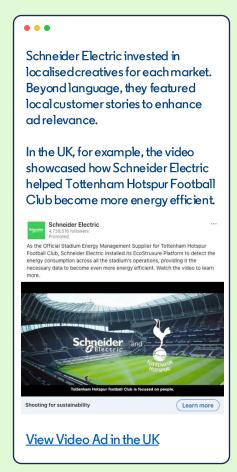
This additional touchpoint helped boost visibility and drive exceptional engagement, with the campaign's overall video completion rates reaching 96%.

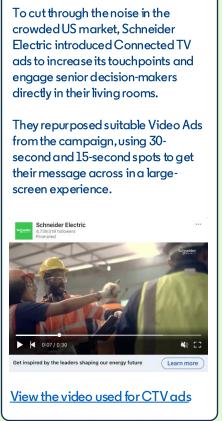
#### Phase 2: Brand Consideration

In the second phase, Schneider Electric activated their Impact Maker initiative, which celebrates sustainability-focused leaders, as a way to strengthen brand trust and credibility.

They adopted a multi-format approach, combining Video Ads and Single Image Ads in the LinkedIn feed to showcase local customer stories, making their message more relatable and resonant in each market.

In France, Schneider Electric added a Thought Leader Ad fronted by their Vice President of Industrial & Process Automation and End-Users, Aymeric Renaud. This authentic, executive-led format drove standout performance, generating a 3x increase in engagement.







### Results

Schneider Electric's LinkedIn campaign produced:

2.1x

increase in Share of Feed

80%

reach into mid-sized companies

96%

video completion rate across Video and Connected TV Ads

63%

3x

reach into enterprise companies

increase in engagement in France with Thought Leader Ad

The success of the campaign hinged on Schneider Electric's ability to strike the right balance between global vision and local execution.

With an international marketing strategy that respected market nuances as seen through localised creatives and storytelling, Schneider Electric ensured that their message resonated across borders. Coupled with a multi-format, multi-touchpoint approach that spanned the LinkedIn feed, LinkedIn Audience Network, and LinkedIn Connected TV, Schneider Electric maximised their marketing impact and effectively moved audiences from awareness to consideration.

"What sets LinkedIn apart is the diversity of formats it offers to tell a compelling brand story—from native video to Connected TV and Thought Leader Ads. This allows us to adapt to how different audiences want to consume content, making our campaigns more relevant, engaging and ultimately more effective. It opens up exciting new creative possibilities in B2B marketing, which we're using to bring our brand to life in more dynamic ways."



Saikat Mohanty Global Media Director Schneider Electric

