



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 mid-sized 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 LinkedIn'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.

Schneider Electric invested in localised creatives for each market. Beyond language, they featured local customer stories to enhance ad relevance.

In the UK, for example, the video showcased how Schneider Electric helped Tottenham Hotspur Football Club become more energy efficient.

Schneider Electric
4,739,516 followers
Promoted

As the Official Stadium Energy Management Supplier for Tottenham Hotspur Football Club, Schneider Electric installed its EcoStruxure Platform to detect the energy consumption across all the stadium's operations, providing it the necessary data to become even more energy efficient. Watch the video to learn more.



Shooting for sustainability

[Learn more](#)

[View Video Ad in the UK](#)

To cut through the noise in the crowded US market, Schneider Electric introduced Connected TV ads to increase its touchpoints and engage senior decision-makers directly in their living rooms.

They repurposed suitable Video Ads from the campaign, using 30-second and 15-second spots to get their message across in a large-screen experience.



Get inspired by the leaders shaping our energy future

[Learn more](#)

[View the video used for CTV ads](#)

Thought Leader Ad in France produced 3x engagement.

Aymeric Renaud · 3rd
Vice President Industrial & Process Automation and End-Us...
Promoted by Schneider Electric

La coopération entre parties prenantes est un vecteur essentiel de la décarbonation des activités industrielles !

Dans la chaîne de valeur, les émissions provenant de la production - en amont et en aval - représentent une grande partie de l'[#empreintecarbone](#) des entreprises.

Responsable du [#développementdurable](#) chez Decathlon - Tristan Louis nous parle du rôle de l'entreprise dans l'accompagnement de ses fournisseurs, de la conception à la mise en œuvre.

En mettant en place des systèmes automatisés de collecte d'informations sur les chaînes de production, Decathlon et ses fournisseurs sont en mesure d'estimer et d'exécuter plus efficacement leur stratégie de [#décarbonation](#).

C'est précisément cette collaboration entre parties prenantes qui a conduit Decathlon à signer récemment un contrat pour la construction d'une ferme solaire en Chine, afin d'approvisionner le groupe en électricité renouvelable 🌱

Agir ensemble pour un impact durable, voilà ce qui définit un [#ImpactMaker](#) ! Chez [Schneider Electric](#), notre ambition est de contribuer à ce que de plus en plus d'entreprises, de toutes tailles, agissent en faveur de la [#transitionénergétique](#).

Le témoignage de Tristan Louis en entier ici : <https://lnkd.in/g/hE-QNc>



[View Thought Leader Ad](#)

Results

Schneider Electric's LinkedIn campaign produced:

2.1x

increase in Share of Feed

80%

reach into mid-sized companies

63%

reach into enterprise companies

96%

video completion rate across Video and Connected TV Ads

3x

increase in engagement in France with Thought Leader Ad

“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.”

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.



Saikat Mohanty
Global Media Director
Schneider Electric



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