

CASE STUDY Technology

1-part Sponsor Content

THE TASK

Generate brand awareness and thought leadership within the Canadian business landscape. The client wanted to demonstrate that they are leaders in this space and are ahead of the curve when it comes to managing the future of work.

- Engagement – via average time spent
- Awareness – via page views

THE STRATEGY

The Globe partnered with the brand to create a sponsored content article that touches on the future of work, the prevalence of hybrid work and how companies can pivot to re-align with the new world of remote work.

The content was hosted on the Globe and all articles were supported by a media plan to drive traffic to both the content and brand site.

THE RESULT

The campaign surpassed all key sponsor content benchmarks – resulting in strong engagement from the target audience as demonstrated by an over-delivery against time spent and page view benchmarks. The strong performance comes as a result of tapping into a very relevant topic that has universal appeal, at the right time for the trend.

Strong CTR on brand media further solidifies the value and relevance of the content in moving its IT decision maker audience down the funnel by taking that next action to visit the brand's website.



~2x

page view
delivery

Overachieved
projected page
view commitment

1.5x

Average time
spent

Surpassed sponsor
content time spent
benchmark

2x

Brand surround
CTR

Surpassed brand
surround CTR
benchmark