



### The Story: Thought Leadership

Encyclopedia Britannica needed to relaunch its 244-year old print-based brand as a digital learning platform. The key strategy leveraged the milestone news of a venerable brand discontinuing its iconic print set of encyclopedias to engage and mobilize opinion leaders, institutional clients, knowledge seekers, elite media and social influencers around the world to advance and ratify the company's transformation into a digital education and instruction company.



### ComBlu Deliverables

- Developed compelling messaging and creative to rebrand Britannica as a digital, mobile and social innovator with a diversified portfolio of products
- Conducted extensive listening studies to identify appropriate topics, venues and influencers
- Translated messaging into an arsenal of digital assets for influencers to incorporate into their own stories, including videos, blogs, infographics and other social assets
- Launched a comprehensive influencer outreach program to establish relationships, reintroduce the “new” Britannica and seed ideas for future coverage, stories and collaboration
- Enhanced company-owned social channels, including the Britannica blog, Facebook, Twitter and YouTube sites, to support the campaign
- Extended program with a series of high-profile ancillary events, promotions and campaigns to increase awareness about and encourage trial of the company's product suite



### Impact

- Created a solid foundation for ongoing awareness of new brand positioning through more than 2.5 billion impressions in print, broadcast and online media
  - Generated front-page stories in the New York Times, Wall Street Journal, USA Today, Financial Times, International Herald Tribune and feature packages on all national broadcast networks (e.g., ABC, CBS, NBC, CNN, Bloomberg, Associated Press, Fox, CNBC, NPR), as well as “The Tonight Show,” “The Today Show” and “Good Morning America”
- Developed relationships with key influencers who continue to tell the Britannica story
- Trained internal staff and executives on social strategy and best practices