

campaigninsight

Partnership opportunities

Connecting game-changing thought-leaders with marketing, advertising and media professionals through real insight and inspiring content.

campaignlive.co.uk/insight

WELCOME

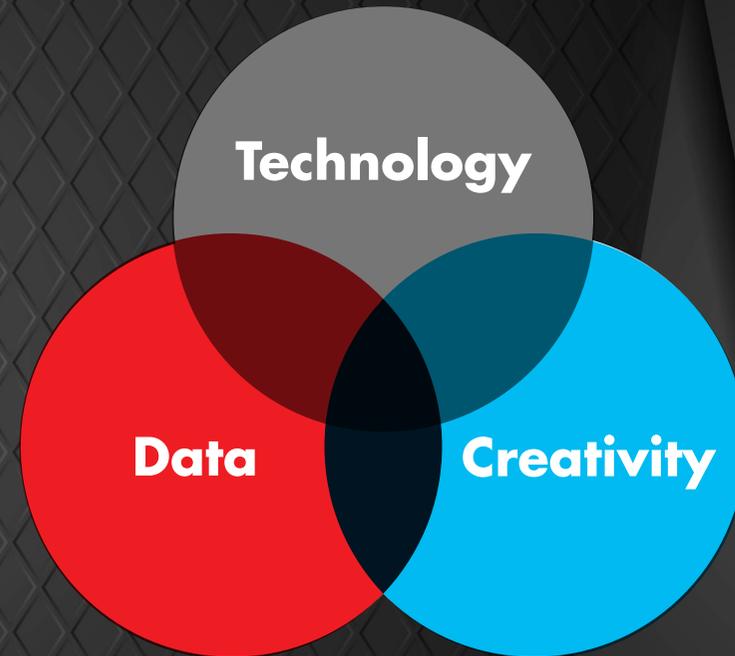
The Campaign Mission

To provide professionals from across the marketing, advertising and media communities with the creative firepower they need to attract and delight consumers.

This is exactly what Campaign Insight is all about: championing a new breed of thinking.

As the go-to knowledge hub for professionals working within this space, we create inspiring industry-leading content pieces in partnership with game-changing brands and agencies, to further the knowledge of our audience.

Our content draws on insights from expert contributors and in-depth research, to focus on the intersection of creativity, data and technology.



HOW DOES IT WORK?

1 RESEARCH

- We research your target audience to guarantee content resonates with them
- We work with you to craft your content
- Option to invite a client-side speaker or contributor

3 PROMOTE AND DELIVER

- Tailored promotion for each campaign to include targeted emails, social media posts and native advertising on Campaign site and email bulletins
- Delivery of content (webinar, survey, expert report, infographic)

2 CREATE

- We suggest creative ideas and delivery formats for your content
- Content designed to maximise engagement and follow-up potential
- We manage all technical elements

4 REPORT

- Detailed lead reports on delivery
- Includes full contact details, job title, company, industry, company size and turnover (option to include questions, feedback or poll responses)
- Advice on best practice follow-up to get the most value from your leads

AUDIENCE

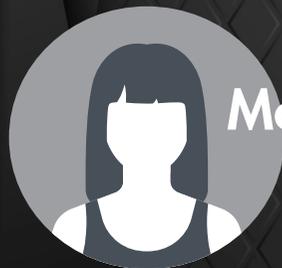


Monthly page views



- CEO/CMO/Director/
Vice president/Head of
department 19%
- Manager 39%
- Executive 41%

365,000 digital subscribers
(paid and requested)



Monthly unique users

574,000



Email bulletin recipients

149,000



- Brands 50%
- Media agencies 20%
- Creative agencies 15%
- Media owners 15%

OPPORTUNITIES

All prices below are based on 100 standard leads (except Big Questions Live)



INFOGRAPHIC

- Campaign to create infographic in consultation with your company
Investment £4,900 (+vat)



AUDIENCE SURVEY

- Campaign to compile relevant questions on a subject of your choice and create survey, promoted to your target audience
Investment £5,500 (+vat)



EXPERT REPORT

- Campaign to create expert report in consultation with your company
Investment £6,100 (+vat)



AUDIENCE SURVEY WITH INFOGRAPHIC

Investment £6,300 (+vat)



AUDIENCE SURVEY WITH EXPERT REPORT

Investment £7,200 (+vat)



PODCAST

- Podcast hosted and moderated by Campaign, to include Q&A
- Your company to speak alongside at least one other guest speaker, sourced by Campaign
Investment £7,500 (+vat)



WEBINAR

- Live audio webinar hosted and moderated by Campaign, to include Q&A
- Your company to speak alongside at least one other guest speaker, sourced by Campaign
- Can include live polls and social media integration
Investment £9,500 (+ vat)



BIG QUESTIONS LIVE

- Bespoke event consisting of live studio audience and online stream
- Optional content hub
Investment £34,500 (+vat) for 300 leads

FILTERS

Our standard leads consist of professional contacts from the marketing, media and advertising industry. We can filter leads to match your target audience at the following rates:

Job Title

Manager level and above only	£5 per lead
Director level and above only	POA

Client / Agency

Client leads only	£5 per lead
Agency leads only	£5 per lead

Industry

Specific target industries	POA
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Company size

Up to 250 employees only	£5 per lead
250+ employees only	£10 per lead

Company turnover

Up to £10m only	£5 per lead
Over £10m only	£10 per lead

International

UK leads only	£5 per lead
Specific countries	POA



TESTIMONIALS

PARTNERS

"The Insight team worked tirelessly to satisfy our demands on content, campaign execution and results. The campaign has provided us with strong leads and high quality assets to promote in other channels of our business. This has allowed us to keep driving return from the initial campaign way after its completion date"

TOM PRESSLEY marketing campaign manager EMEA **Bazaarvoice**



"It proved to be a really powerful platform for Yahoo to share our thought-leadership research to a variety of advertisers, and a wider industry audience. There was great dialogue throughout the project, and we generated comprehensive and trackable results"

PATRICK HOURIHAN head of research **Yahoo**



"The team facilitated a great event from start to finish. They took on board our objectives and produced top quality content, an excellent mix of attendees and expert moderation to ensure that the debate flowed well and everyone was highly engaged. We look forward to working with them on the next one"

KYLIE WEBB marketing director **Deltek**



AUDIENCE

"Quite simply the best webinar production I've experienced. Researched in depth, smooth production process and stellar delivery I couldn't have asked for more"

HEAD OF PRODUCT MARKETING
Barclays Corporate



"Really pleased with the lead numbers and quality"

LINDA O'CONNOR marketing manager **Facebook**



"An interactive and engaging experience"

DIGITAL MARKETING DIRECTOR
Samsung



"Great speakers and moderation, very good use of an hour"

DIGITAL MARKETING MANAGER
TK Maxx

