



## CASE STUDY

# ■ BASF

We create chemistry

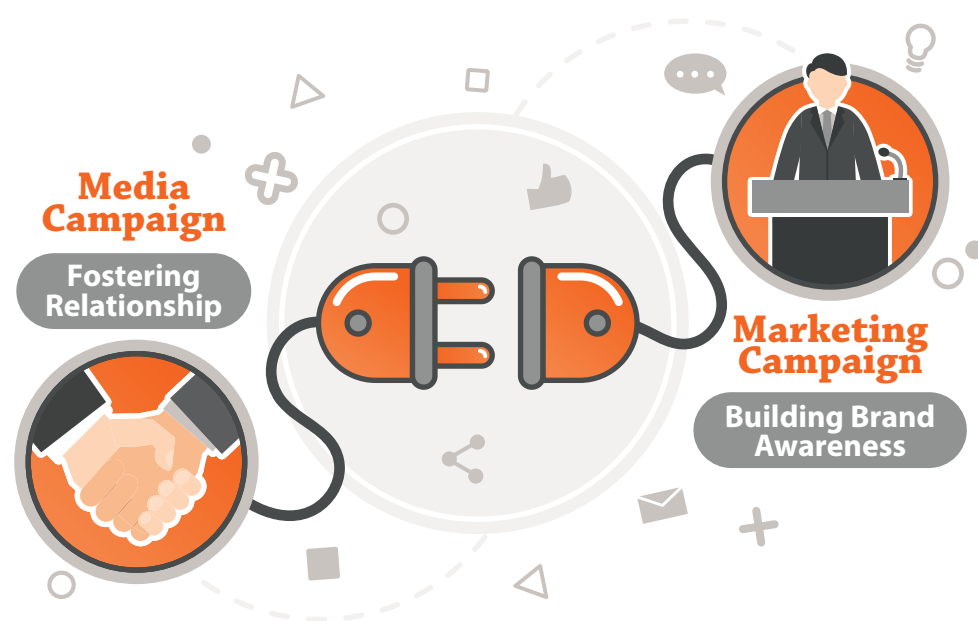
### INDUSTRY OVERVIEW

As of 2018, the global chemical industry has substantially outperformed the world equity market over the past year and a half, reporting an annual growth rate of 24 percent, a fifth higher than the world market. The chemical industry's products – such as plastics, metals, agricultural chemicals, and so on – play an essential role in most aspects of modern life, and are integral to industries such as the automotive, construction, marine, and aerospace industries, among others. The chemical industry has an intrinsically sound business model: its products enable the “world of things.” Without the chemical industry, hardly any of what we touch, of the buildings we live in, the food we eat, and the healthcare we receive could exist. The industry as a whole is therefore positioned to profit from a wide range of trends, from sustainability to e-mobility, from commodity demand surges to major changes in consumer behaviour. This can only bode well for the industry in 2019 and beyond.

### THE CLIENT

BASF SE is a German international conglomerate specialising in the manufacture of chemical products and their derivatives. The company conducts its operations through six business segments, including Chemicals, Plastics, Performance Products, Functional Solutions, Agricultural Solutions, and Oil and Gas. In total, BASF comprises subsidiaries and joint ventures in more than 80 countries and has operations in Europe, Asia,

Australia, the Americas and Africa. Founded in 1865 and headquartered in Ludwigshafen, Germany, BASF has a strong environmental record and in 2006 was included in the Climate Leadership Index for efforts in combating climate change and greenhouse gas emissions. More recently, BASF is known for the development and production of high-tech plastics used to build cobots, also known as collaborative robots.

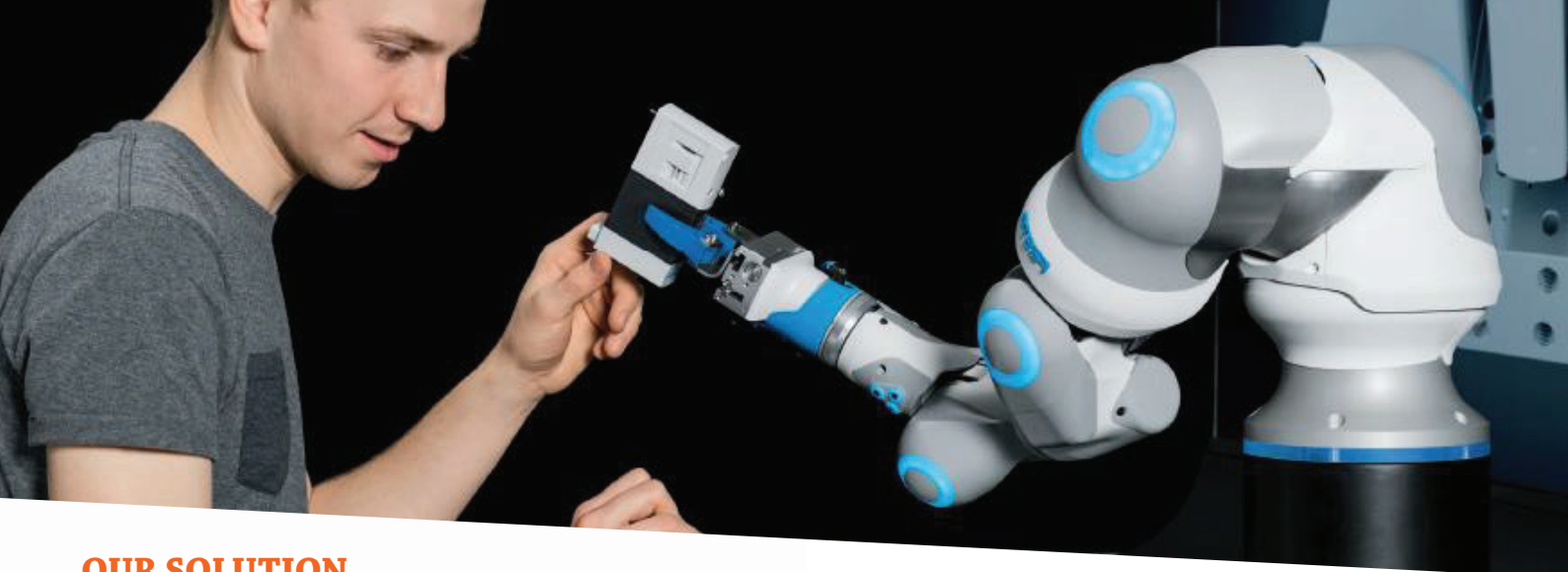


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value.



## OUR SOLUTION

IDEA's solution consisted of a two-pronged approach: a media campaign to foster relationship building and secure earned coverage, as well as a marketing campaign centred on trade shows in order to build brand awareness. Underpinned by the principles of brand communication, our solution is centred on engagement and information, moulded by creative thinking. In this case, IDEA's solution comprised a two-stage process. First, it is paramount that an organization has a clear and consistent idea of what it stands for – an ethos, in other words. This is crucial to building engagement. Second, once key brand messages have been elucidated, we help you communicate these messages on a global or regional scale, at precisely the right time. This is the epitome of effective brand communication.

IDEA's targeted and proactive media pitching strategy – in conjunction with a trade show campaign – was instrumental in securing coverage for BASF in multiple international publications covering technology, construction, and manufacturing. IDEA's skilled and multi-talented team of writers produced an editorial on BASF's products that was both technical and yet well within the grasp of the layman. This multi-page editorial was then published in a number of international magazines and publications. These titles included EDN China, India's

Construction World and Manufacturing Today, Science and Technology Gazette, Japan's Nikkan Kogyo Shimbun, as well as South Korea's Hello T and 100M magazines. EDN China is a news publication covering the electronics industry, with both online and print versions and a readership of 40,000. Construction World is an Indian construction business magazine; its website receives 35,000 unique visitors and a total of 4 million hits a month. Similarly, Manufacturing Today is an Indian publication covering the manufacturing industry. Science and Technology Gazette is a technology magazine, drawing on high-quality journalistic sources across various industries for the latest tech developments from our rapidly evolving world. The Japanese Nikkan Kogyo Shimbun is a newspaper devoted to science and technology with over a hundred years of history. Finally, the South Korean titles Hello T and 100M

broadly cover the topics of automation and machine technology, and have readership numbers of 18,000 and 22,000 respectively. IDEA's efforts to secure valuable media exposure for BASF in these titles helped to build greater brand awareness and profile among the client's very specific target audience.

As a B2B business, BASF benefitted immensely from the exposure to potential customers afforded to it by its participation in multiple trade shows such as the IDA World Congress, AMTA/AWWA Membrane Technology Conference & Exposition, and the Singapore International Water Week, amongst others. These trade shows and expos gave BASF the opportunity to showcase its novel products to potential customers as well as its competitors in the industry.

## TESTIMONIALS

"As one of the world's biggest chemical companies, BASF was looking for a like-minded communications agency with international experience and a global perspective, and IDEA stepped up to the plate. IDEA's diverse team comprises individuals with strong business, journalistic and creative pedigrees who possess experience across a wide range of sectors. Since the addition of IDEA as our communications partner, our external communications capabilities have been enhanced, with tangible results in terms of earned media coverage and other metrics. IDEA is truly regarded as our extended team" said Beverly Tan, head of regional communications Performance Materials of BASF.

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