

Main room:

Rob Mitchell

CEO at FT Longitude, Financial Times (UK)

Intelligence With Influence: The Real Power of Thought Leadership



Time: 10:10 - 10:40



NATIVE
ADVERTISING
DAYS 24

DISPLAY

SCAN RATE

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SPLIT

Intelligence with influence: The real power of thought leadership

Native Advertising Days

June 13th 2024

MEASURE

POINT
POINT

LINE
WIDTH

WINDOW

When content investment goes wrong

33%

Of World Bank PDF reports had never been downloaded in 2014*

65%

Between 60% and 70% of content produced by B2B organisations goes unused**

73%

Agree that bad thought leadership damages a company's brand and reputation***

*Washington Post, 8 May 14

** Sirius Decisions/Forrester

***The Power of Thought Leadership, FT Longitude

But when it goes right...

58%

of FT readers globally said they consume branded content on a weekly basis*

75%

Of C-suite executives say that high-quality branded content improved their perception of the brands ability to meet their needs**

76%

Of C-suite executives say that high-quality branded content helps them to make better decisions***

*WordPress VIP Content Matters 2022 report

**Learning from Leaders, FT Longitude

***The Power of Thought Leadership, FT Longitude

**Can thought leadership
make the difference
between winning and
losing?**



A DEFINITION

Thought leadership uses a distinctive, authentic perspective to establish **trust and authority** with your audience that lead to **changes in perception or behaviour**.

The secrets of thought leadership success

Take an audience-centric approach

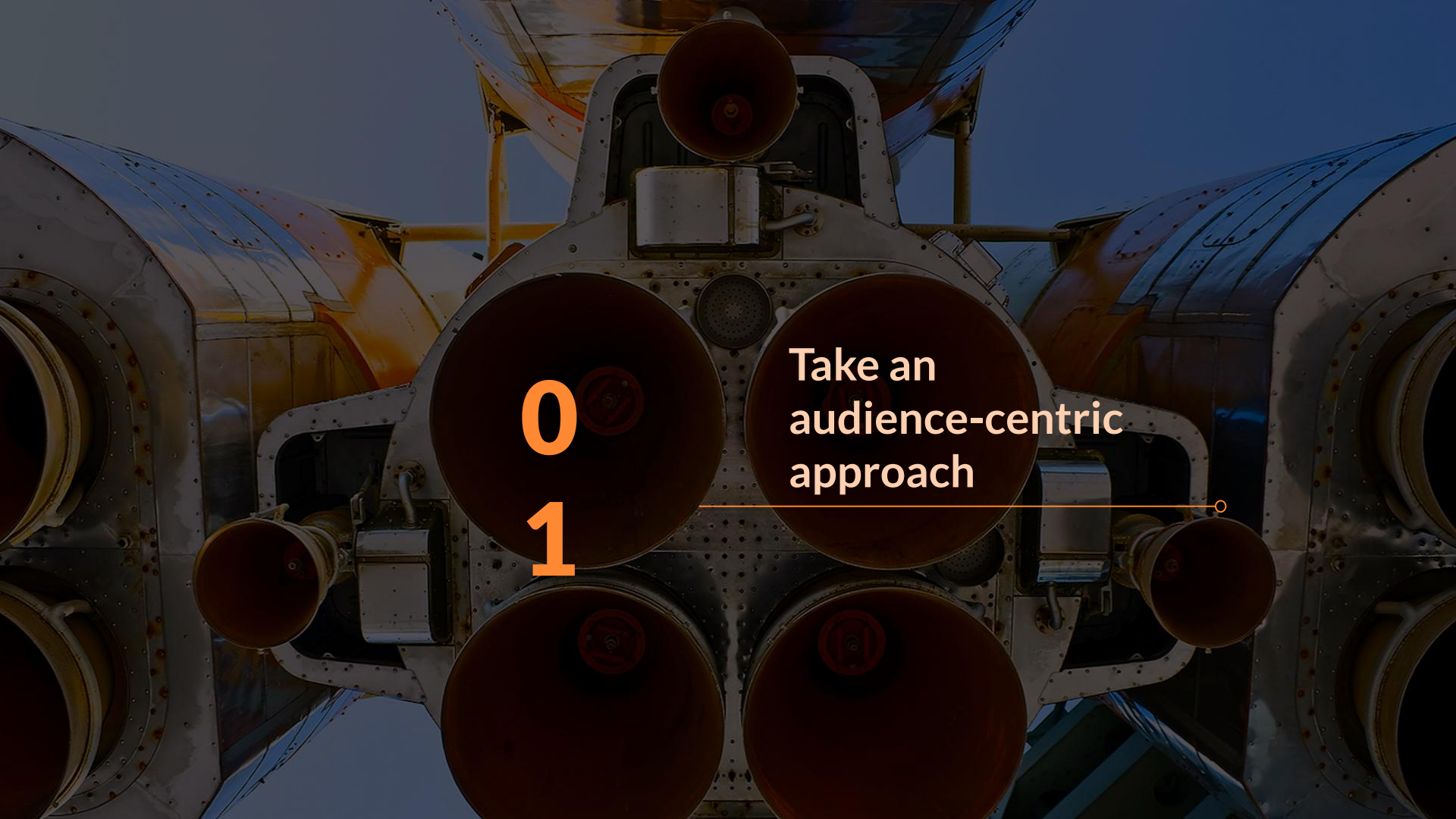
Think long-term and focus on the right metrics

Be holistic and think multi-channel

Don't just inform, influence and inspire

Combine left-brain and right brain approaches

Keep the message simple, and impactful



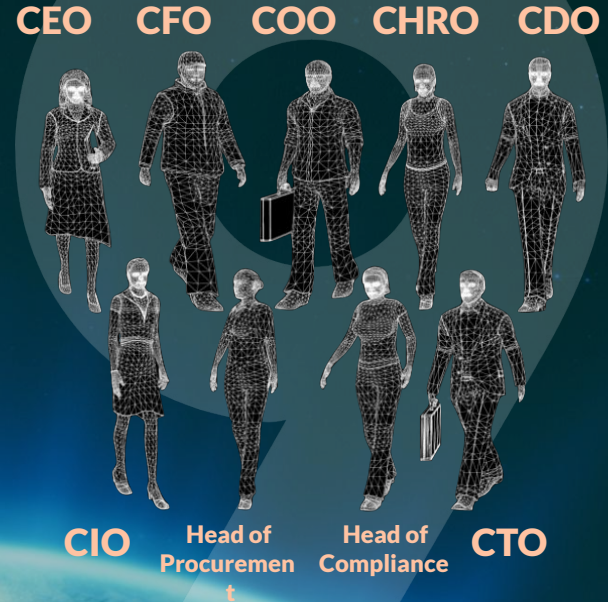
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Take an
audience-centric
approach

Audiences are complex

Organisations involve an average of **NINE** senior executives in the buying process for strategic investments.



DEFINE THE AUDIENCE

Map the audience journey

95% of your audience

We don't know we have a problem

We've identified a problem

We're not ready to explore solutions

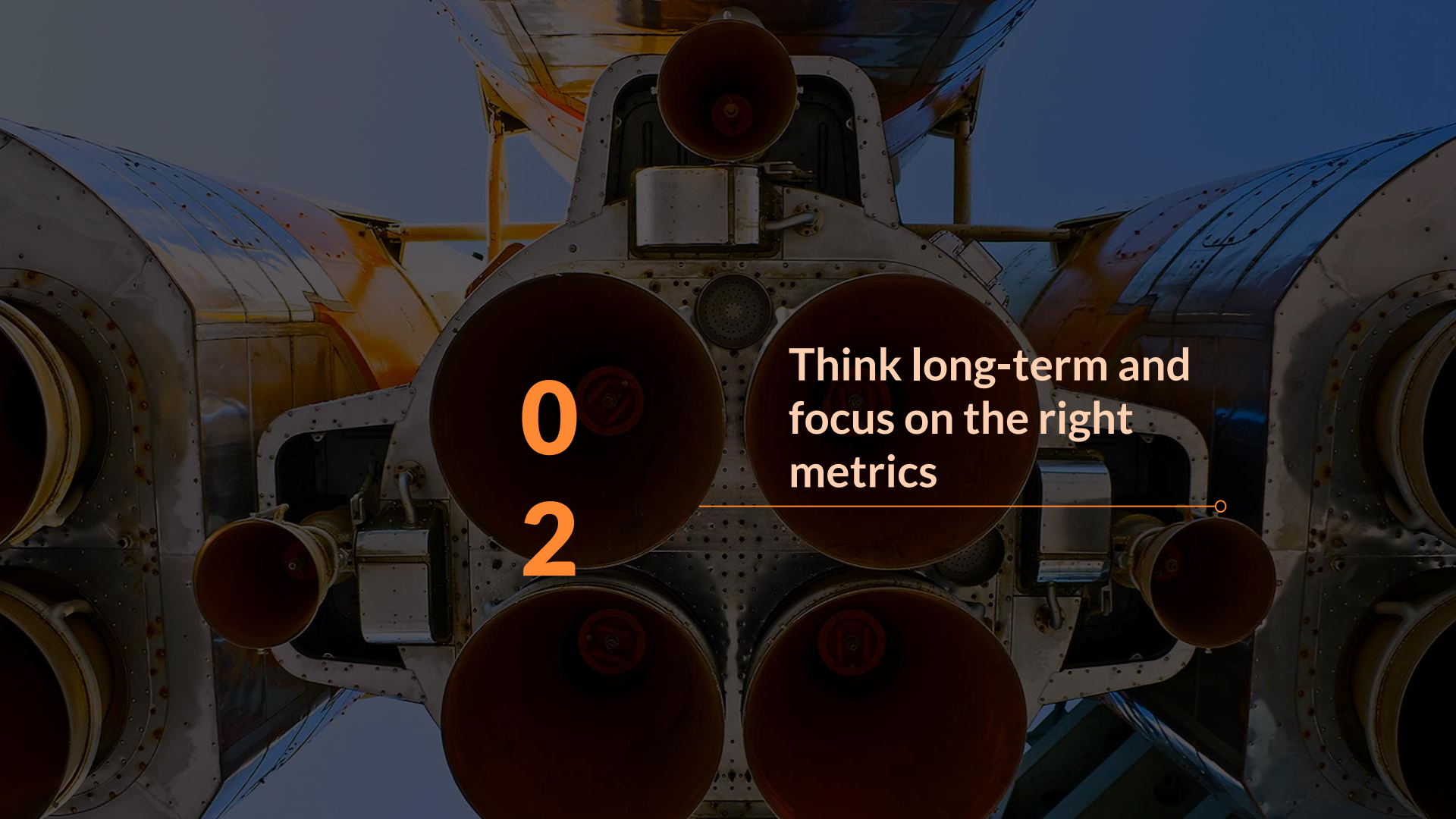
We're building consensus

We are validating our approach

5% of your audience

We're ready to engage suppliers

We're in a buying process



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Think long-term and
focus on the right
metrics

The problems with measurement



**Aligning
expectations**



**Thinking
long term**



**Attributing
value**



**Getting the
right data**

MEASURE THE
IMPACT

Establish your metrics

Influence
and impact

Getting the audience to think, feel or do something different are key to campaign success

Engagement

These traditional are useful but often a poor guide to the wider impact of a campaign

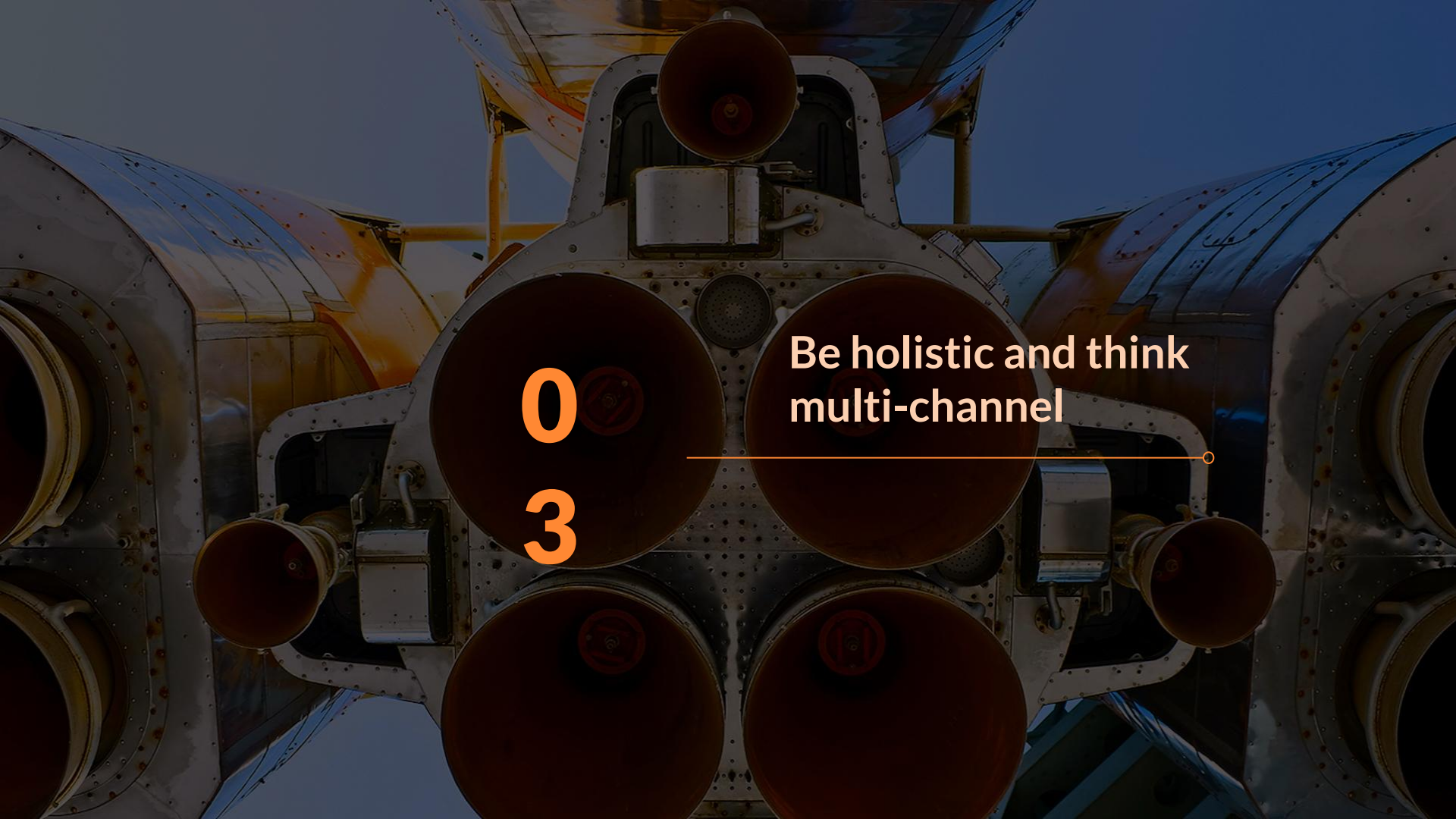
Alignment

The foundation for any campaign. Ensures there is buy-in and that content is being utilised to maximum effect



The checklist for success

- Show connection between marketing metrics and financial outcomes
- Engage stakeholders across the business and avoid working in a silo
- Don't get caught in a short-term trap - remember the value of long-term brand-building
- Remember anecdotes and stories are just as valuable as data
- Be selective. Just because something is easy to measure doesn't mean that you should



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Be holistic and think
multi-channel

Big-bet long-term flagship campaigns

Annual research reports

Jan

Apr

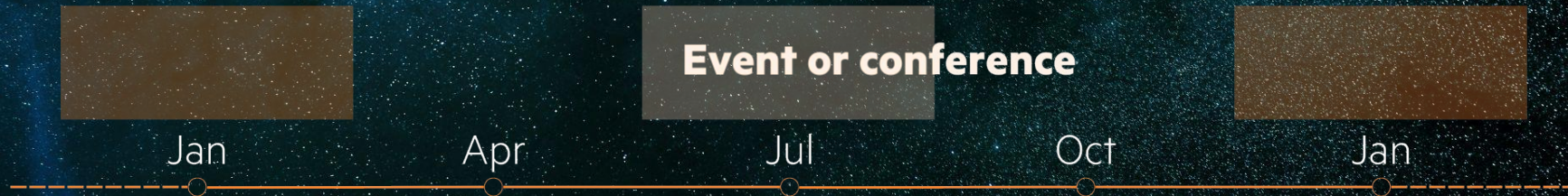
Jul

Oct

Jan



Activation across channels including in-person and virtual events



Targeted campaigns with medium-term focus



Always-on content programmes that provide long-term value

Agile monthly content



Jan

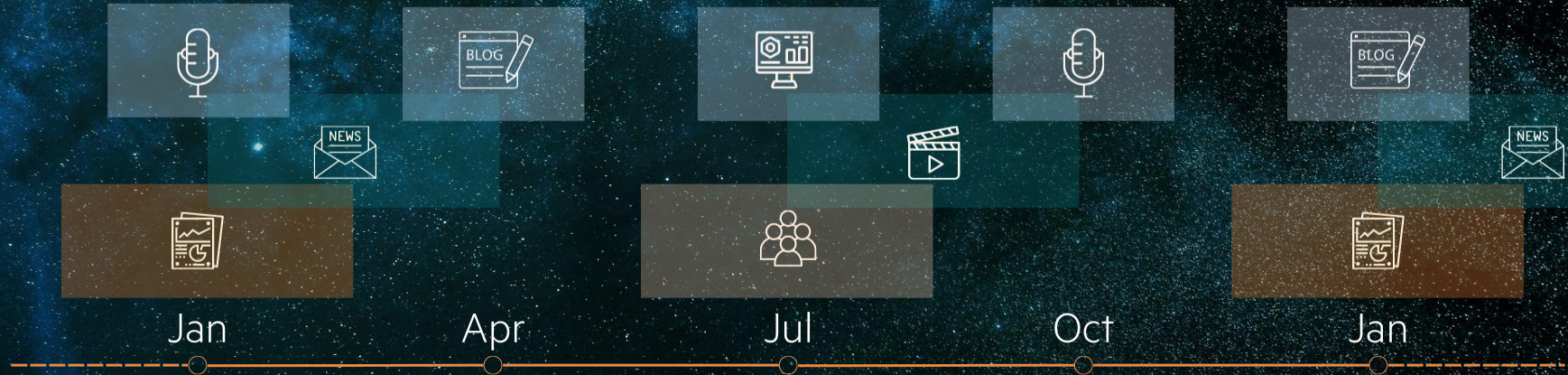
Apr

Jul

Oct

Jan

Always-on content programmes that provide long-term value





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Don't just inform;
influence and inspire

**What you
want to say**



**What
they want
to hear**



INFLUENCE AND INSPIRE

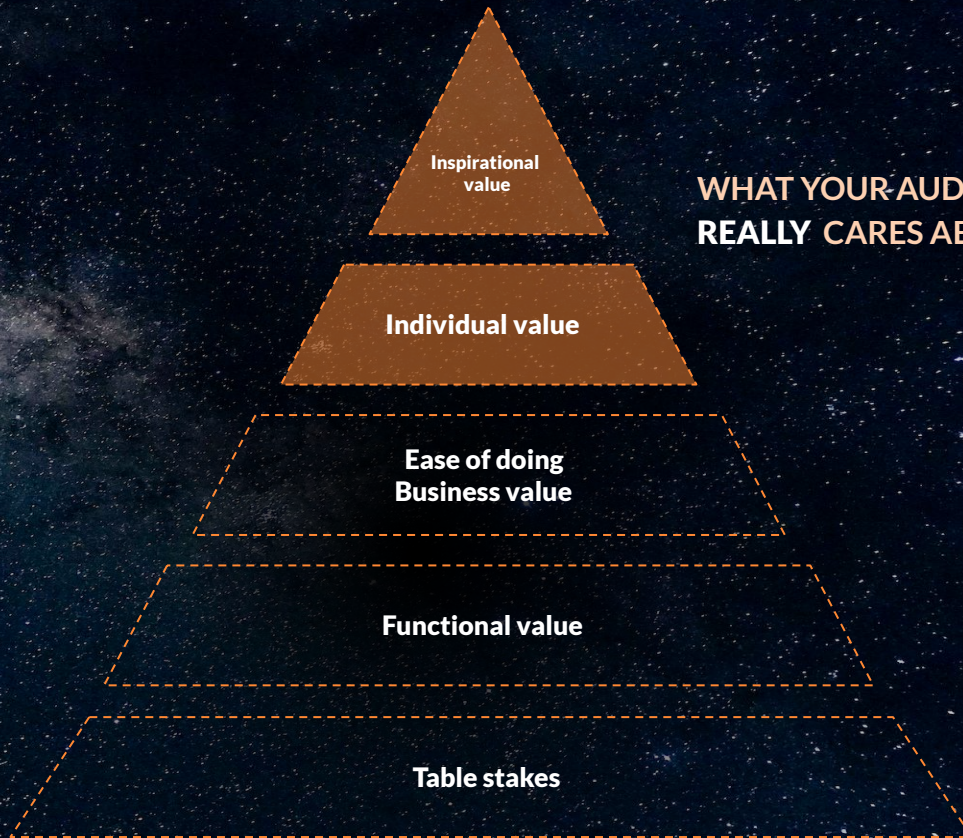
What do you think they need?

**WHAT YOU THINK
YOUR AUDIENCE
CARES ABOUT**



INFLUENCE AND INSPIRE

What do they really want?



WHAT YOUR AUDIENCE REALLY CARES ABOUT

54%

e-Retail

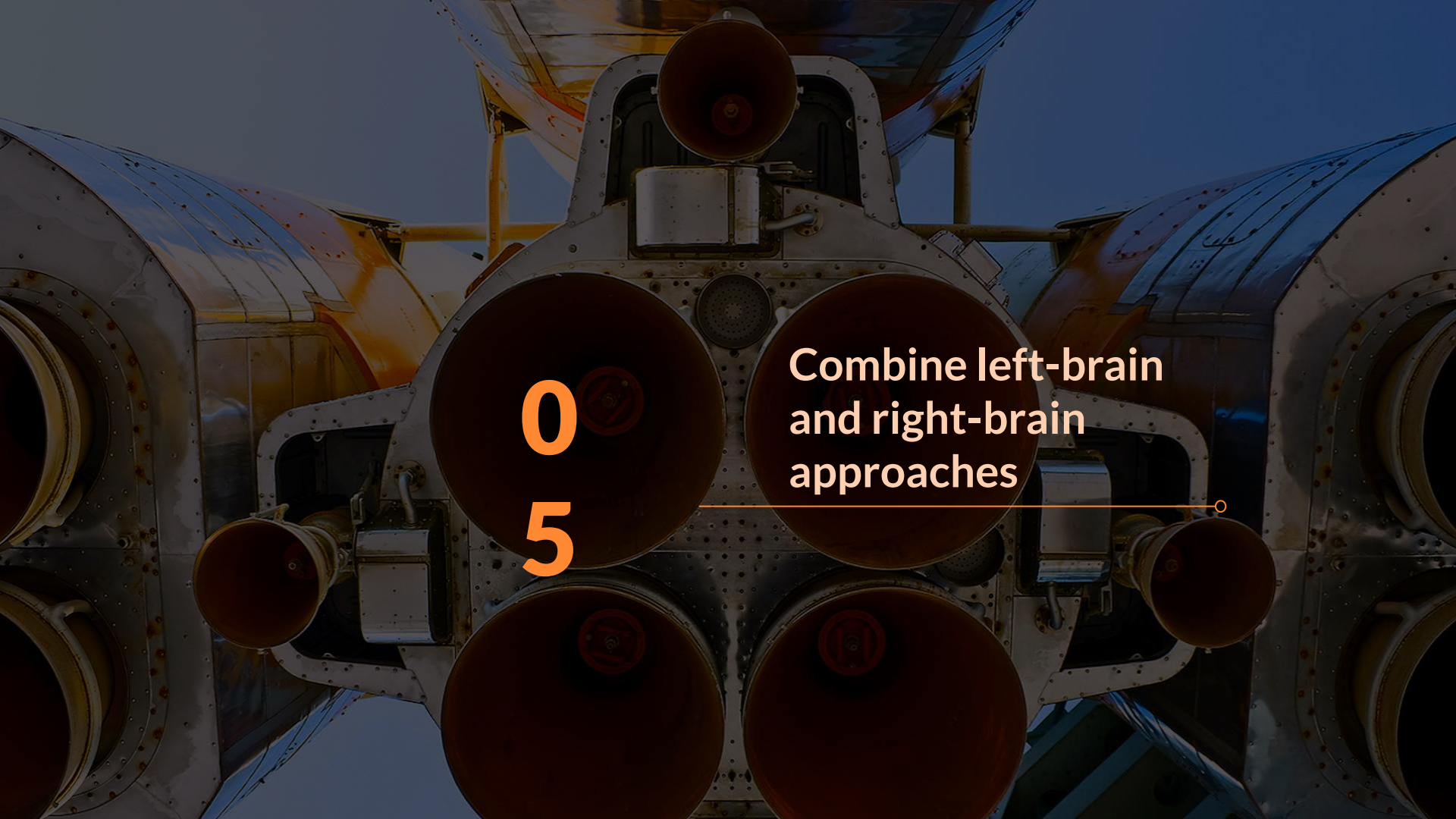
Sustainability Transformation is a priority for the public sector, and organisations are confident they can make it happen

61%

of public sector organisations say sustainability is their number one priority over the next five years

79%





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Combine left-brain
and right-brain
approaches

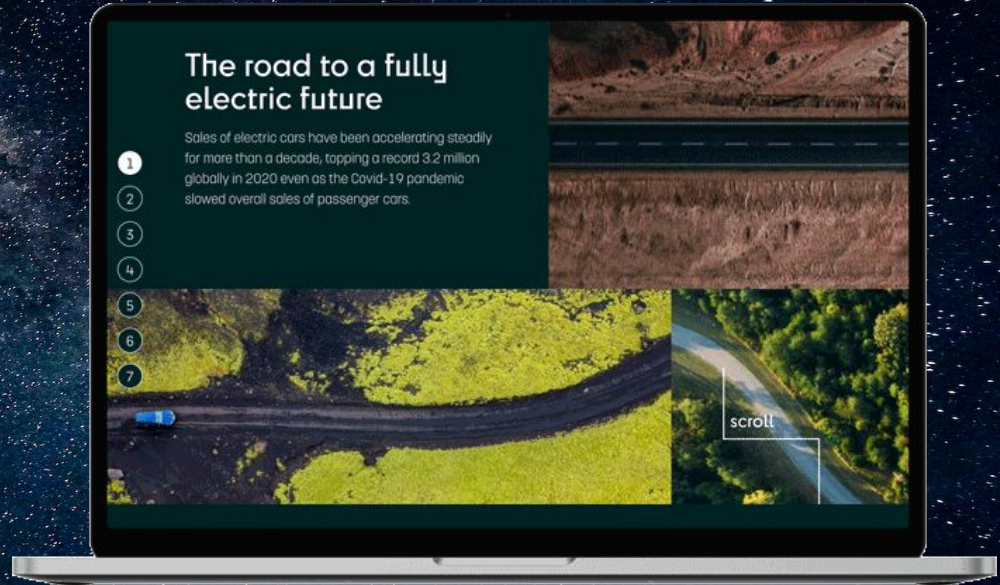
LEFT-BRAIN AND RIGHT-BRAIN

Innovative, immersive storytelling

Infographics and Animated Article pages engage FT audiences

53%

more than Standard Written Articles



DEFINE THE AUDIENCE

Human stories

The FT creates truly compelling and empathetic content that speaks to our audience as individuals.

- Peer-to-peer learnings
- Builds on interview-led content that the FT is known for
- Use imagery to bring stories to life
- Lean into the work/leisure crossover

The screenshot displays the Financial Times website's 'Defining moments' section. The page features a navigation bar with 'WITHERS', 'PARTNER CONTENT', and 'reg FT'. The main heading is 'Defining moments', with a sub-headline: 'Defining moments see leading founders and CEOs share the events and influences that shaped their careers and turned them into leaders.' Below this, three featured stories are presented in a vertical stack, each with a quote, a title, a brief description, and a 'READ THE INTERVIEW' button. The first story, 'The Elbas', features a quote from Sabrina and Kris Elba about learning in business and love, accompanied by an illustration of the couple. The second story, 'Investors should back people', features a quote from Robin Klein and an illustration of him. The third story, 'This trauma hit us all, and with it came a 'Covid conscience'', features a quote from Mary Portas and an illustration of her.

FINANCIAL TIMES reg FT

WITHERS PARTNER CONTENT news

Defining moments

Defining moments see leading founders and CEOs share the events and influences that shaped their careers and turned them into leaders.

“ You learn and grow in business and in love

The Elbas

What Sabrina and Kris Elba have learned about partnership

READ THE INTERVIEW

“ Investors should back people

Robin Klein

Robin Klein on risk, reward and resilience.

READ THE INTERVIEW

“ This trauma hit us all, and with it came a 'Covid conscience' which has completely changed the conversation

Mary Portas

Mary Portas on fear, regret and capitalism with a conscience.

READ THE INTERVIEW



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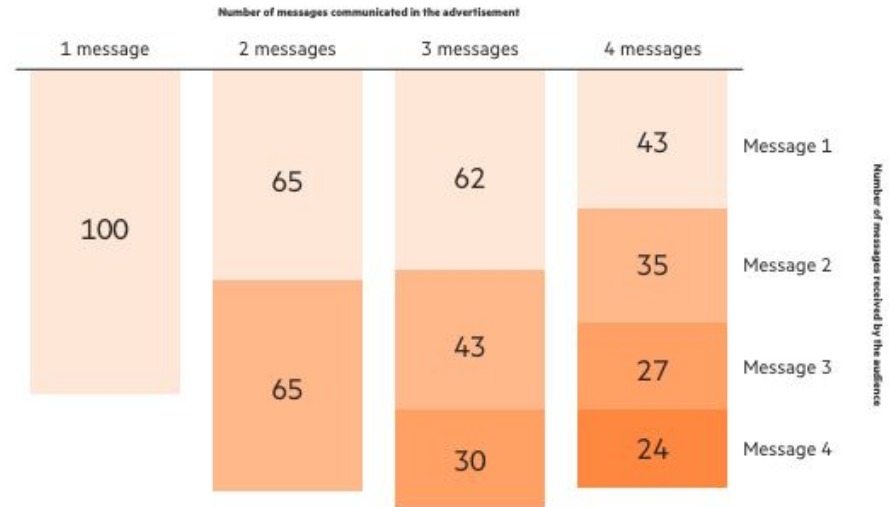
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Keep the message
simple, and impactful

SIMPLE AND IMPACTFUL

The value of simplicity

If you want people to remember your key message, you are better off communicating one message – not two or more. Analysis of the Link database shows that the more messages you try to communicate, the less likelihood there is of any landing.



Source: Kantar Millward Brown

How to get attention

Simple

Urgent

Relevant

Eye-opening





Thank you

**Rob Mitchell, CEO and
Co-founder, FT Longitude**

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