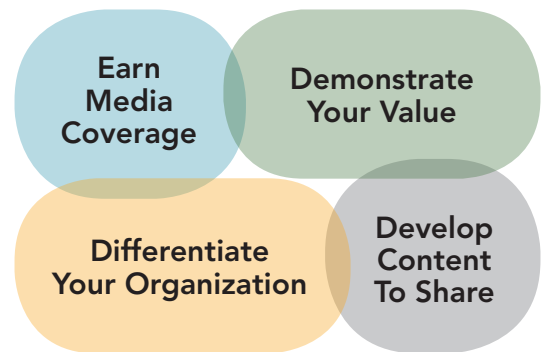


# Why Thought Leadership Works

Thought leadership studies that deliver compelling insights on an audience's behaviors, motivations and decision processes provide organizations with multiple sources of value.

Investing in building this kind of research into a communications program...

- results in media coverage that builds brand awareness,
- allows organizations to deliver positive messages that demonstrate the merit of their product or services,
- differentiates organizations from their competitors and
- provides content for multiple channels, such as a website, social media platforms, white papers, sell sheets and more.



Research insights from one study can be turned into dozens of assets and touchpoints across many stages of your marketing funnel or sales process. We also often help our clients develop multiple stories from a single study, leading to more rich content and a stronger return on investment.

## THE ARTEMIS DIFFERENCE

Thought leadership is one of our core competencies; the backbone of our business is conducting research to aid effective communications. We have the right combination of knowledge, organization and experience for thought leadership work. We are great market researchers, and we understand the unique needs of public release studies, especially the importance of telling a good story.

## OUR APPROACH

Here are the steps we usually take in developing a thought leadership study with our clients:

**GOALS** | We work together to clearly identify your goals, including what insights you hope to glean, what position you wish to take and what assets you plan to create.

**WHITE SPACE** | There's a ton of noise out there. We identify white space within the industry conversation to ensure that your insights will be unique and compelling.

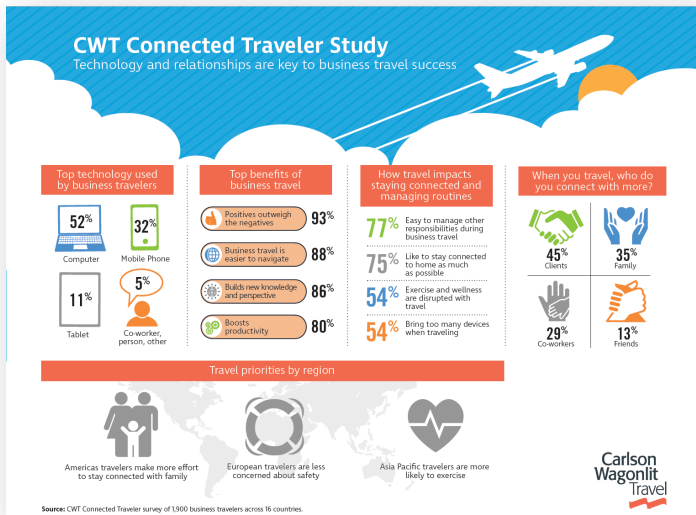
**QUALITATIVE RESEARCH** | Exploratory research can be particularly useful to develop topics.

**QUANTITATIVE SURVEYS** | This is the crux of the work, and is determined based upon the steps above.

**STORY FINDING** | We analyze the data from the research to find the most compelling stories that align with your brand and communicate the information that will identify you as a leader in the space.

Our clients use custom research data we provide to tell their stories

**CWT** | We conduct an annual study with CWT among frequent business travelers in 18 countries around the world. The company gets a lot of mileage out of these studies and produces multiple press releases on different topics throughout the year.



**The Alliance for Lifetime Income** | We conduct the Protected Lifetime Income study for The Alliance for Lifetime Income. This is a broad-gauge population survey designed to spotlight the need for income planning and the value of protected income in retirement.



**Fidelity Charitable** | Women & Giving is one study among many that we have conducted for this organization. It looks at the impact of generation and gender on philanthropy.



**PNC** | We have been conducting PNC's widely publicized biannual Economic Outlook survey for over 13 years. It measures the sentiments of small and mid-sized business owners.



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