

SHERLOCK INVESTIGATES:



Campaign summary:

Automation in the workplace and the use of robots on the factory floor continues to dominate the news agenda. Fuelled by unparalleled levels of developments in artificial intelligence (AI), big data, 3D imaging, and robotic process automation, the 'Factory of Tomorrow' has well and truly arrived.

As one of Europe's leading suppliers of machine vision systems to industry, Industrial Vision Systems works alongside manufacturers who continue to be driven by innovative developments in automation.

To that end, we created a strategy which would both educate audiences on the benefits of what automation in the workplace can bring, but also reassure human workers who were fearful that their jobs may be sacrificed for automation purposes.

Objectives:

There has been extensive documentation of businesses restructuring their workforce as humans and machines work together for the creation of a stronger, more dynamic production environment. It is this message that we would reinforce in both trade and vertical sector titles including pharma, medical devices, electronic, food & drink, and automotive.

We would look to secure an array of thought-leadership pieces within these sectors which would mean Industrial Vision Systems had complete ownership of the content and was therefore in control of the messaging.

Outputs:

- News-jacking occurred on a regular basis to ensure that Industrial Vision Systems was amongst the leading commentators on automation in the workplace.
- We would proactively pitch the company in vertical sector titles and aim to secure at least one thought leadership piece each month in these carefully targeted areas.
- We would also look to turn any reactive content into more, in-depth proactive articles where IVS would have further control of the messaging whilst discussing a high-profile topic and debate.

Outcomes:

- Regular by-lined articles were featured throughout Q1 of 2019 including a front-page cover story in Pharmaceutical Technology Magazine; a thought leadership piece in Food Manufacture; an automation feature in Materials Handling & Logistics; and an automotive focussed piece in Design Solutions.
- IVS survey stories would continue to be published across the UK including in North East's The Northern Echo, Londonlovesbusiness.com, and across general business titles such as Fresh Business Thinking and South East Business.
- The company would also be featured on the tech pages of CNN, discussing technologies which are changing the way we work.
- Company key messages and calls to action were included across all vertical sector articles.

Client quote:

Earl Yardley, Industrial Vision Systems Director.

"We would notice a significant spike in both our online traffic and inbound sales enquiries when Sherlock PR would secure coverage on behalf of us. The quality of coverage, particularly in the vertical sector magazines such as Design Solutions and Pharmaceutical Technology magazine, was of the highest quality and positioned us perfectly as an authoritative voice on all things robots and automation in front of important audiences for us. What we enjoy most about working with Sherlock is that it feels like they are extension of our marketing team, as opposed to an external source."