

## PANDUIT

Positioning a brand as a vital component of business success.



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### CREATIVELY CREATING THE PROBLEM.

There's no doubt that network and electrical infrastructure is important in today's connected world. But is it a do-or-die decision for business success? Our research found many company leaders didn't think so. Which meant for Panduit to even be in the sphere of consideration, these executives first had to know that an inferior infrastructure can have serious business implications.

When you're a lesser-known brand in a sea of big-name competitors, you cannot go halfway with your creativity.



#### Is Your Infrastructure Friend or Foe?

Your network infrastructure plays more of a role than ever in the overall performance of your data center. At Panduit, we manufacture and help you optimize their connectivity, cabling and pathways, power distribution, converged infrastructure, and more. Everything you need to achieve the highest network throughput, scalability, security, and avoid hidden threats in your infrastructure.

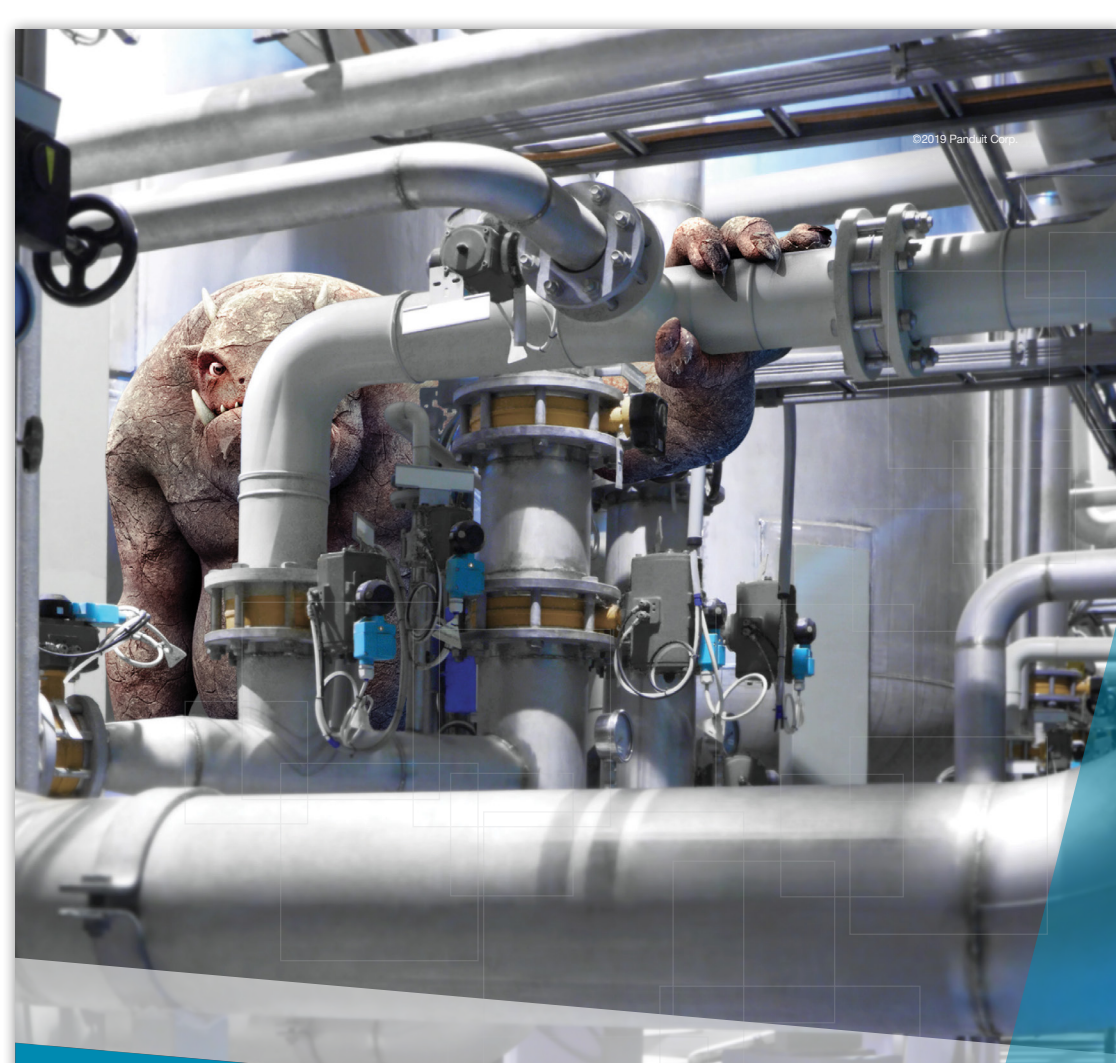
Learn more by downloading our Physical Infrastructure: Uncover a Hidden Competitive Advantage e-book at [www.panduit.com/performance](http://www.panduit.com/performance)



#### Is Your Infrastructure Friend or Foe?

Your network infrastructure plays more of a role than ever in the overall efficiency of your organization. At Panduit, we manufacture and help you optimize receiver and fiber optic cabling systems, PoE, Air ducts, and more. Everything you need to reduce costs, deliver the best possible care, and avoid hidden threats in your infrastructure.

Learn more by downloading our Physical Infrastructure: Uncover a Hidden Competitive Advantage e-book at [www.panduit.com/efficiency](http://www.panduit.com/efficiency)



#### Will Your Infrastructure be Friend or Foe?

The network and electrical infrastructure you choose plays more of a role than ever in the overall success of your next project. At Panduit, we manufacture and help you design network zoning, grounding and power connectors, cable management systems, safety solutions, and more. Everything you need to get the job done safely, on time, within budget, and avoid hidden threats in your infrastructure.

Learn more by downloading our Physical Infrastructure: Uncover a Hidden Competitive Advantage e-book at [www.panduit.com/business](http://www.panduit.com/business)



#### Is Your Infrastructure Friend or Foe?

Your network and electrical infrastructure plays more of a role than ever in the overall profitability of your plant. At Panduit, we manufacture and help you optimize industrial network zoning, distribution frames, cabling, wiring ducts, and more. Everything you need to increase production capacity, ensure plant uptime, and avoid hidden threats in your infrastructure.

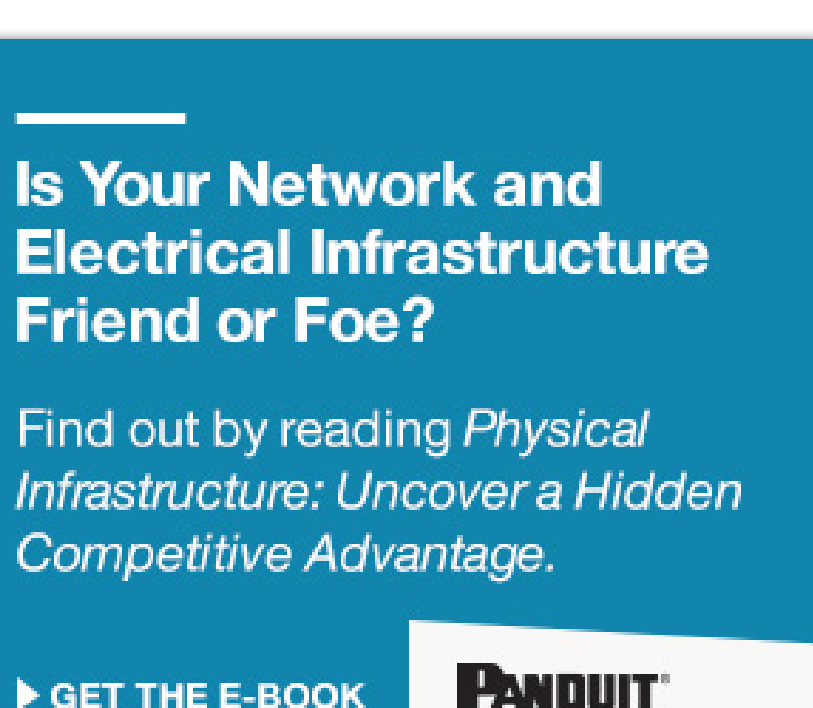
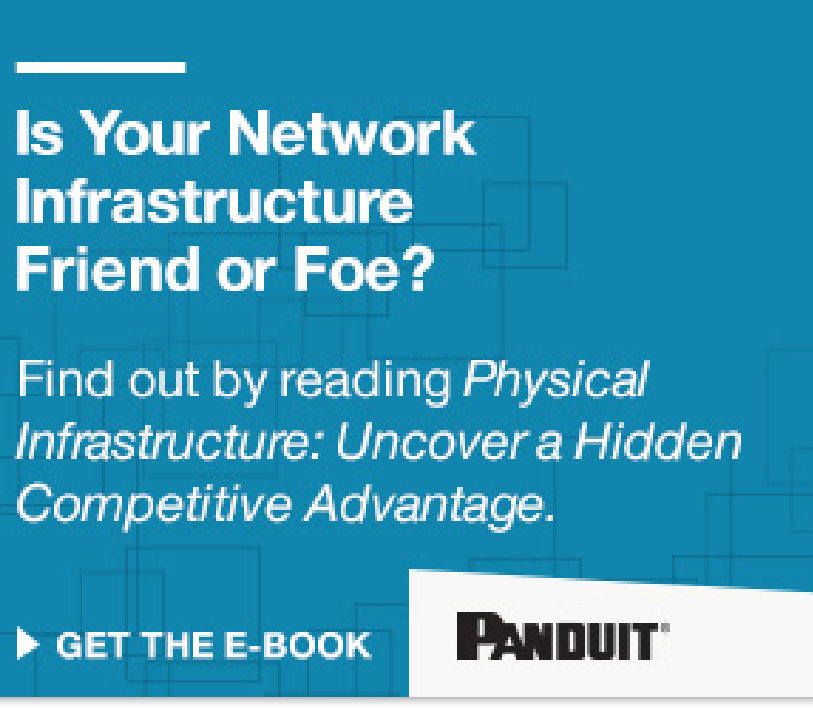
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Vertical-specific print ads led with a provocative question, forcing business executives to think about their infrastructure in ways they never have before.

### IT WAS A MONSTER CHALLENGE.

Panduit has long-focused its marketing on products, leaving its brand with lower awareness than its big-name competitors. That meant our challenge wasn't only creating a need in the minds of business executives, but also creating a campaign that was impossible to miss. Enter the monsters. By visually exaggerating the problem, we were able to get maximum attention for the solution.

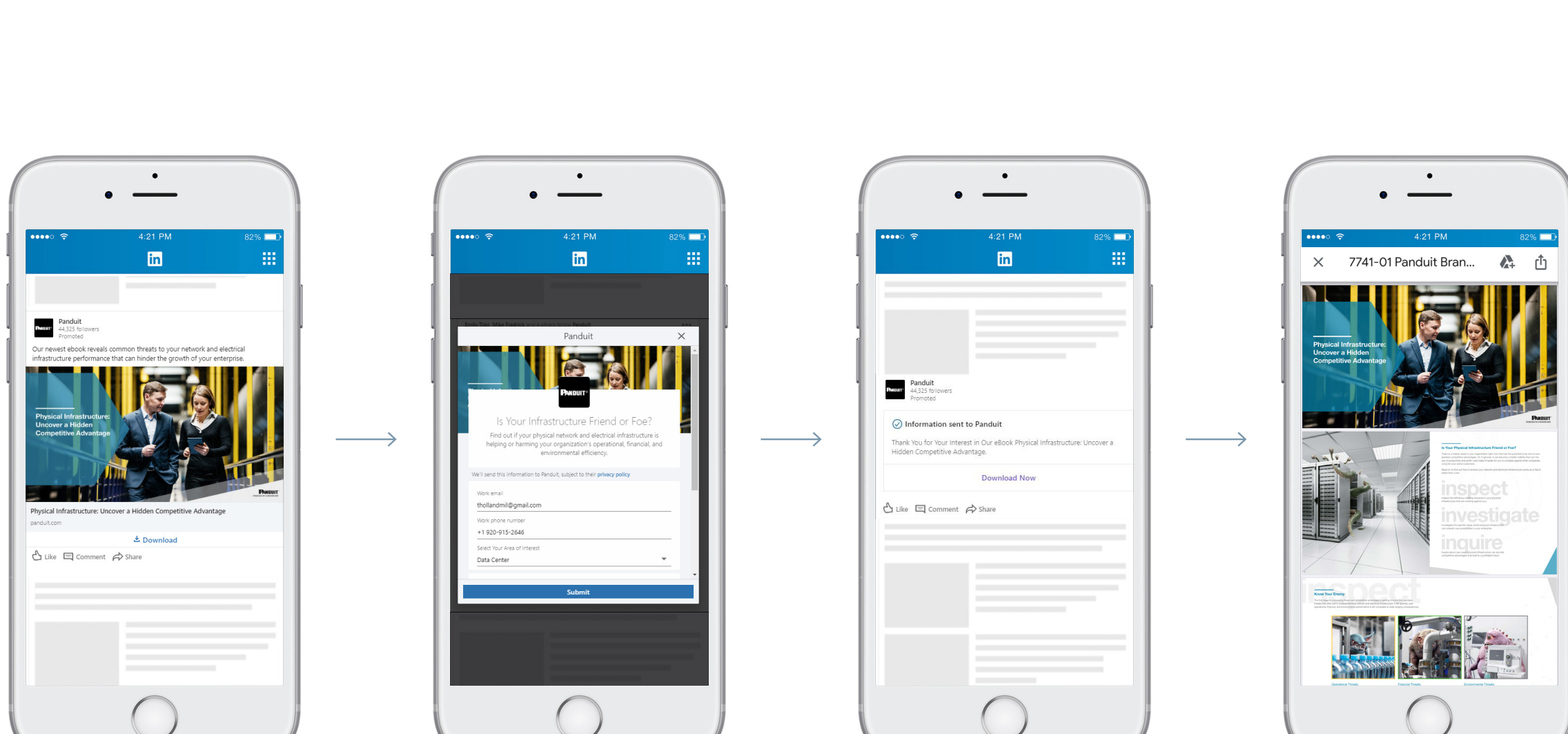


Highly engaging digital ads reached busy executives on the vertical-specific sites they frequented.

The strategic "aha" came when research uncovered that business executives didn't realize how important their physical infrastructure is to their bottom line.

### CAPTURING ATTENTION, THEN CAPTURING LEADS.

Understanding how network and electrical infrastructure can impact a business is a heady topic even for executives. Rather than requiring this time-strapped audience to download long-form, technical content, we developed an easy-to-digest e-book to serve as the industry's definitive guide on turning connectivity into a competitive advantage. It was a thoughtful way to capture leads from the awareness component of the campaign and drive executives further into the purchase funnel.



LinkedIn ads enabled in-app form fills and downloads, making it easy for busy executives to access the content.



Top-of-funnel call-to-actions led executives to a landing page with a gated, easy-to-digest e-book that further created the need for Panduit's products and services.

**4** The campaign was targeted at 4 vertical markets: healthcare, food & beverage manufacturing, data centers and EPC.

**43** In one week, the entire campaign goal was exceeded by 43%.

**271** The campaign achieved 271 leads in its first week alone.

