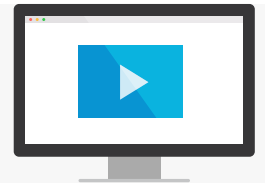


# Video Case Study: Thermo Fisher Scientific

“ We live in an age when people are having to scan and we don't have the luxury of more than a few minutes of their attention... ”

– Kurt Kemling, Global Marketing Communication Manager, Thermo Fisher Scientific



Thermo Fisher Scientific prides itself on sophisticated marketing that not only sells, but supports its customers throughout their engagement. Video is a key component of the company's omnichannel marketing strategy because it has applications from raising awareness and increasing mindshare all the way to helping users get the most out of its solutions.

“For us, marketing is all about involvement with our audience,” says Kurt Kemling, Global Marketing Communication Manager for vertical markets from life science research and biopharma to clinical and environment food and safety. He cites the familiar Confucius saying: “Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.”

Video, he says, helps Thermo Fisher Scientific support its customers “so they have a better experience using our products.” Video augments the company's digital strategy and extends its communications with prospects and customers.

Kemling and his team have increased their use of video over the past few years after an “overwhelming customer response” to the videos they had been creating. This ranges from interviews with key opinion leaders discussing novel scientific breakthroughs, to product testimonials, to application videos and more.

Depending on the target audience and marketing goal, videos can focus on peer-to-peer influence through a recorded poster presentation, local seminar, or global webinar, to a product user describing increased throughput or reduced costs from using Thermo Fisher Scientific solutions in their lab.

## Make It Relevant

Kemling has discovered that the right topic, delivered to the right audience, at the right time is the best recipe for a successful video.

“I have found that most people who consume video care more about it being interesting and compelling,” he says. “We live in an age when people are having to scan and we don't have the luxury of more than a few minutes of their attention.”

The videos he produces with CompareNetworks, which appear on Biocompare.com as well as Thermo Fisher Scientific web pages and channels, meet his criteria for success. Most often, it's because “it's a real scientific conversation.”

As industry leaders, CompareNetworks and Biocompare “are authorities in terms of topics and trends, and they have strong credibility,” says Kemling. “It's not enough for us to hire a vendor for high-production value video. It's important for someone like CompareNetworks to host it and promote it to their audience in an unbiased way. They stand out as a leader in this regard because they're scientists first, not just camera operators. To really engage with influencers requires an ability to carefully and skillfully craft that interview and produce video of high quality.”

## What Works

While Kemling did not share statistics on Thermo Fisher Scientific video performance, he says it is in line with industry benchmarks. He cited general stats around the growing importance of video:

- YouTube video consumption is growing 100 percent each year
- 90 percent of mobile video consumers are sharing video
- Lead conversion can increase as much as 80 percent when video is included on landing pages

“It is measurable and repeatable and underscores the value of video in our campaigns,” he says. “Put it this way, we plan to continue using video in our marketing strategy.”

Kemling continues to innovate and learn when it comes to video production and deployment. He offers four suggestions to make video work successfully in a marketing campaign:

1. Make sure the content is something your audience wants to hear. People would rather watch a video of poor production quality but the right content than a high-production value piece that “just brags.”
2. Target your audience at the right time. Do your due diligence to reach customers at the right time, on the right channel, with the right content.
3. Respect people's time. By understanding your audience and your goals, you can better determine how much time people are willing to give. Break content into digestible chunks.
4. Test. Try different things and see what works, always striving to improve and give customers what they want, what helps them the most, and that makes engaging with – and sharing – your video easiest.