

# Wiley Corporate Solutions

## Case Study: Customized Publication | Journal

### Background

The customer was looking for a highly-valued, educational, and neutral resource for professionals within the field of microscopy in neurosciences across the globe, to drive **brand awareness** and to create **engaging content**. The content marketing solution should encourage the target group and interested parties to visit the client's website and develop interest for their applications and products. Wiley scientific content should be used to support the client's research results with a neutral source of knowledge and therefore increase the client's credibility.

**Objectives** Make scientific content accessible and comprehensible | Raise brand awareness | Wiley branding as a neutral content provider

### The Challenge



Achieve high engagement of microscopy professionals in neurosciences



Engage and provide education to the target audience across the globe



Build visibility through specialist content



Show that the client's applications are used by scientists around the globe

### The Solution

**Production of a customized journal** (print & online) channels and distribution via client (trade fairs, sales representatives)

Coordination and production process by Wiley



#### Topic-Based Content



- Conception
- Search for suitable Wiley content
- Project management
- **Scientific writing**
- Layout creation



### Results



#### Customized Journal

Client content & comprehensible neutral scientific Wiley journal content



#### Interview

with Key Opinion Leader