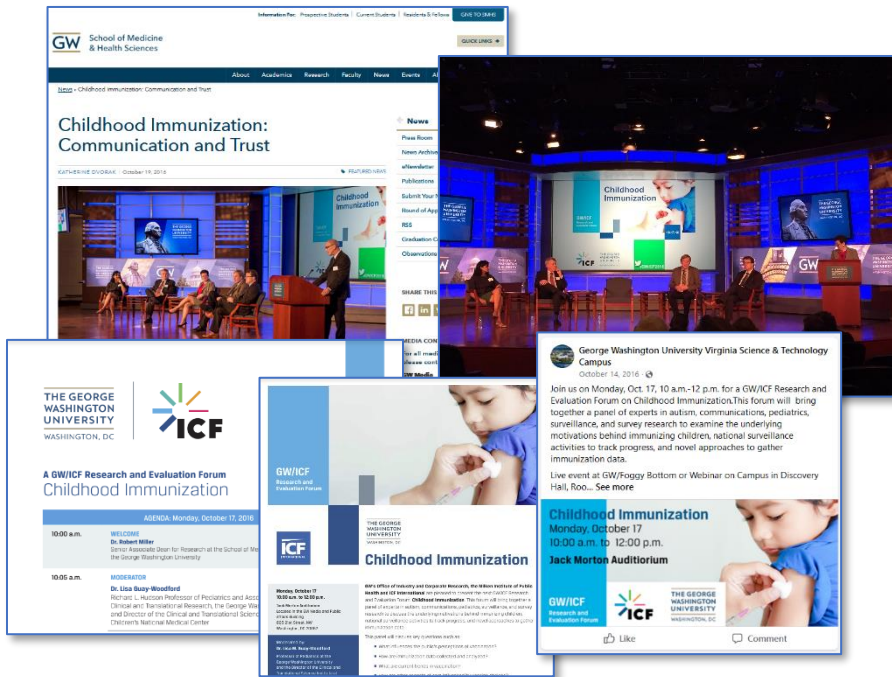


# CASE STUDY

## Thought Leadership Marketing



\$1B  
publicly-traded,  
global professional  
services firm

### CHALLENGE

- Lack of brand awareness—unknown by NIH.
- Unclear perception—not known for research, but only for health informatics/IT
- Reputation issues—seen as a traditional government

### GOAL

Build reputation as a thought leader in health research, as unbiased and almost academic partner, and engage with specific decision makers and influencers.

### SOLUTION

- Negotiate a strategic partnership with George Washington University, complete with co-branding.
- Host live events (“research forums”) on obesity prevention, e-Cigarettes, mHealth, cancer research, children’s health, addiction and more.

### RESULT

- \$4.3M opportunity won and partnered with key panelists.
- Total of 1,000+ registrations (online and in-person) across all live events from 2015-2017.

### REFERENCE

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