



Putman Media Case Study

A little bit of research goes a long way

Case Overview

METTLER TOLEDO (MT) is a multinational manufacturer of measurement solutions, offering precision instruments and services for many applications in research and development, quality control, production, logistics and retail to customers around the world. An innovation leader, MT understands that educating prospective customers on the improvement capabilities offered by its solutions is a key path to their adoption. As MT looked to grow market share in the chemical-processing industry for its newly introduced in-situ gas analyzers, they wanted to understand what barriers might exist in the chemical-processing industry that they needed to overcome with education.

Summary of key takeaways

- Understanding prospects' key decision drivers is paramount to success
- Research can be used effectively to influence decision making
- Research can help align your value messaging

The Challenge

New technology adoption in process manufacturing.

Process manufacturing challenges are not unique but they are consistent. The need for improved safety, adherence to ever-evolving regulatory compliance guidelines, and the constant challenge for improved productivity while increasing product quality are ongoing process-manufacturing challenges. In critical manufacturing processes – such as in the chemical-processing industry – these challenges are further complicated by the very nature of the manufacture of the chemicals themselves where changes in volume, density, temperature and composition of material need to be continually monitored. So, how do you introduce change in process manufacturing?

Matthew Seymour, head of marketing for the process analytics division at Mettler Toledo (MT), knew he had a challenge ahead of him in growing MT's gas-analytics product line. Analyzers, a measurement technology for ensuring both product quality and production efficiency, have been used in chemical manufacturing for decades but newer technologies – such as an in-situ gas analyzer MT offers -- have only been recently introduced. While not a completely disruptive technology, in-situ gas analyzers are a new technology that would require change in processes and while change is good; change can also be challenging.

Seymour needed to understand what MT's best strategy would be for overcoming the obstacles to adoption that the new in-process analyzer presented.

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How Putman Media Helped

Research projects have not historically been in MT's purview. But Seymour was intrigued when he was first introduced to Putman's research program: "To me, it made sense. Learn where the hesitancy lies in the adoption of a new technology and address those hesitancies head on."

"We knew our audience: chemical processors. What we didn't know was what would prevent our audience from introducing our in-situ gas analyzers into their processing cycles. Was it a matter of lost production time? Cost? Doubt of the technology itself?" Reaching out to the core audience through Putman's Market Insight Research Program and simply asking them was an "ah-hah" moment that generated not only intelligence as to what chemical processors were concerned about, it identified key areas in which MT could develop new educational content. "What was critical to us was the credibility that Putman offered. They would ask our questions to their market. It allowed us to gain the insight without having clients influenced by our commercial interests."



"What would prevent our audience from introducing our in-situ gas analyzers into their processing cycles?"

- Putman offered access to the target audience
- Putman editors identified key market observations and challenges to develop the survey questions
- Putman fielded the survey on chemical processors' use of gas-analytics technologies
- Putman developed a Research Report summarizing the key findings from the survey, insights and observations and made the report available to the *Chemical Processing* audience
- An infographic with key takeaways from the research results was developed and published in an issue of *Chemical Processing* magazine

Results

- MT identified barriers in the chemical-processing industry that could negatively impact the adoption of the technology they were introducing
- MT incorporated the development of white papers to address each of these challenges in to its marketing-communications plan
- Chemical processors who downloaded the Research Report were the companies that MT believed might be interested in the in-situ analyzers – proving to MT that they were conversing with their intended target

MT extracted value from the project on multiple fronts. "We had great access to the *Chemical Processing* editorial team who guided us with developing a survey that could provide actionable

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results. From the research results we were able to develop a communications plan that we believe would provide our target audience with the right education for the adoption of in-situ gas analytics in their processes.” Well-planned research projects can inform internal teams on market realities, provide direction to communication plans, equip sales teams with customer insight and educate external stakeholders (customers, prospects, analysts, etc.).

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