

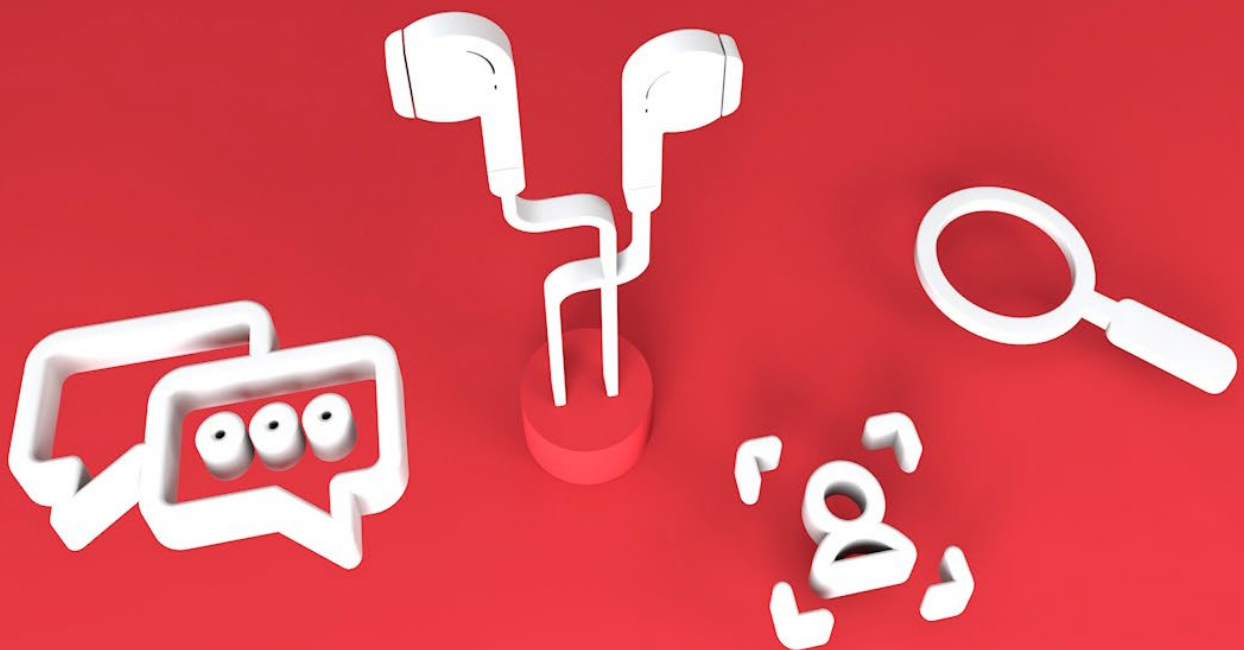


insights media

CASE STUDY

Thought leadership

NIGEL PAINE →





About the client

Dr Nigel Paine is a leading voice in organisational learning, leadership and development. With a long-standing presence in the learning and development (L&D) community, he is an author, broadcaster and consultant. Ahead of the launch of his new book, *The Great Reset - Unlocking the Power of Organizational Learning*, Nigel wanted to increase awareness and engagement around the ideas central to his latest work.

The challenge

The goal was to generate interest in the themes in Nigel's book before it launched, positioning him as a thought leader and stimulating discussion across his networks. The challenge lay in creating a cohesive campaign that would build momentum over several months - without the book being available yet.

The project also required a refresh of Nigel's brand presence and the coordination of multiple content and event streams, all while leveraging his existing platforms.





How Insights Media helped

Insights Media designed and delivered a six-month content and audience-building campaign to support the pre-launch phase. We focused on turning ideas from the book into compelling digital content that would spark dialogue and generate leads.

Activities included:

- Campaign planning and creative development: we created a campaign identity and content strategy to align all outputs and communications.
- Content creation: articles were written and published across Nigel's LinkedIn and website, including event previews, topical commentary, and post-event summaries.
- Platform refresh: NigelPaine.com and his LinkedIn profile were updated to better reflect the campaign and upcoming book.
- Event management: we supported three webinars featuring high-profile guests from companies such as WD-40, Procter & Gamble and Citibank. This included full webinar production, audience comms and technical support.
- Podcast and media support: From Scratch interviews were produced to extend the campaign's reach and promote each webinar.

The outcome

The campaign generated hundreds of leads and engagements. There was a pronounced uptick in awareness, with increased interest in Nigel's work and growing anticipation for the book.

The campaign successfully positioned Nigel as a leading commentator on the role of learning in organisational transformation. Content was shared widely, and the webinars created meaningful interactions with the targeted audience.



insights media



Client feedback

“Insights Media has really helped me build awareness of and interest in the ideas from my forthcoming book, providing campaign design and content creation that led to hundreds of valuable connections.”

**Dr Nigel Paine,
Author and Broadcaster**



How it works

The programme drives product and service enhancement, stronger customer relationships and brand differentiation in the market. It does this by helping vendors align with customers, understand their individual needs and how they can meet those needs more effectively.

STEP

1

Diagnostics

We kick off with a meeting to set goals, timelines, and answer your questions.

Together, we design the interview questions and identify key customer groups to include.



STEP

2

Listening

We work with you to create interviewee communications and manage call scheduling once introductions have been made.

Our team conducts interviews and transcribes responses to ensure every insight is captured.



STEP

3

Insights

We summarise each interview and share key findings with you as they come in.

Once all interviews are done, we create a concise executive summary of themes and key insights.



STEP

4

Action Planning

In a facilitated workshop, we'll review the insights and identify actions to take based on your customers' feedback.





insights media



Want to understand your customers better?

Discover those invaluable insights
that can otherwise go unheard.

We offer a 30-minute call to discuss
your needs and how our Customer
Listening Programme can help you
achieve your goals.

Arrange a call today:
calendly.com/meetinsightsmedia