

ICIS CASE STUDY

'DON'T BUY'

It's not Boring. Pinky promise.

2022

**MELLOR
& SMITH**

 **I·C·I·S**
Independent Commodity
Intelligence Services

ICIS connects data, markets and partners to optimise the world's resources.

Wow, that's a bit of a mouthful.

ICIS is over 100 years old and there's not a hipster in sight. They provide reports to investors, bankers and traders... anyone working in petrochemicals. They're not digging this stuff out-the-ground, instead they provide the analytics and insight.

Brogues, not Timberlands.

In 2020, ICIS acquired CDI. Based in Houston, Texas, CDI was established 30 years ago by 4 fellas with dirt under their finger nails. They cleaned off their boots and became a global leader in chemical reporting; trends, forecasting and insight.

ICIS made a HUGE announcement about the acquisition, and how much interest did they get? Nada, nuffink, zilch. No-one cared. Why?

The only people who care about an acquisition are those two companies. Unless it's made people fly to the moon on a carpet, or helped the Queen walk her corgis, then it's not big news. So ICIS asked us to have a second bite of the cherry. Juicy.



The challenge.

ICIS no longer wanted to be *just* a PRA (Price Reporting Agency) who reported 'spot prices'. They'd spent 3 years implementing a 'value of value' strategic shift for the business.

ICIS just didn't stand out.

The acquisition of CDI had gone unnoticed, and they definitely weren't positioning themselves as a value-based consultancy.

Oh and to complicate matters, the two companies weren't cut from the same cloth. Chalk and cheese, brogues and Timberlands.

Turning business problems into customer problems

The business: *"We're ICIS, we bought CDI and we're great!"*

The customer: *"We need accurate, timely and trustworthy information for critical decisions impacting our business."*

B2B brands need to turn a business problem into a customer problem. Because customers don't give two hairy shits about business problems. Yet weirdly, exactly 98% of B2B marketing concentrates on business problems*. Ignores-ville.

**Totally rigorous research stat, that we definitely didn't just make up.*



Ringling in our ears ...

*“We want to be
provocative without
breaking trust.”*

Dean Curtis, CEO at ICIS (big bad bossman)

Our idea - Don't buy.

We all have a bit of rebellion in us. If we're told to not touch the wet paint, to keep off the grass, to not press the button... we instinctively want to do the opposite.

ICIS' services can go much deeper than data or pricing. They can add value to the value. Yes they have to provide the data-stream, but their insight, intelligence and forecast are far more valuable for customers.

Daringly, we told our audience to NOT BUY data from ICIS. Because that's the opposite of what everyone else in the industry would do.

Instead of telling them to buy the same old data, we highlighted the in-depth knowledge, experience and human touch ICIS could provide.

The audience still get something.

It's simple, like all the best advertising. The classic advertising inverted pyramid. 70% impact, 20% communication and 10% persuade.

And it cements ICIS's product offering, without relying on the notion that they're merged companies. Game-changer.



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Don't buy our data

Buy our combined intelligence



PART OF



persight



Reactions? Results? Loads mate.

Well, ICIS like to buy companies. They do it a lot. Our strategy and idea has created a framework, so they can talk about mergers in the future. A Billy-bonus, that wasn't part of the brief.

***An 85% increase in inbound leads.
Over the 3 months of the campaign.***

“Why does it work? Because it’s exactly the opposite of what the competition are doing. Hire Mellor&Smith immediately”

Tim Kirby / VP Sales & Marketing, ICIS

“This is the best campaign I’ve seen since joining ICIS”

Oliver Smith / Head of Marketing, ICIS



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