

Creative Strategies Amplify your brand with **Wood Mackenzie**

Media kit
2024



Our campaigns get results

As we move towards a more sustainable future, businesses are facing new challenges and opportunities. To stay ahead of the curve, it's essential to showcase your expertise, initiatives and insights.

Wood Mackenzie's Creative Strategies provides tailored solutions to support your business goals across the marketing and sales funnel.

- Increasing brand awareness
- Engaging customers
- Launching new products and initiatives
- Building long-term partnerships
- Creating lead generation

We'll work with you to create a comprehensive marketing plan that's specifically designed to meet your needs. From developing compelling content and thought leadership pieces to creating engaging visual assets, we have the expertise, audiences and experience to help you stand out in a crowded marketplace.

At a glance

+1m

Pageviews
per month

+294k

Social media
connections

+25k

Weekly newsletter
audience

+24k

Annual whitepaper
downloads

+15k

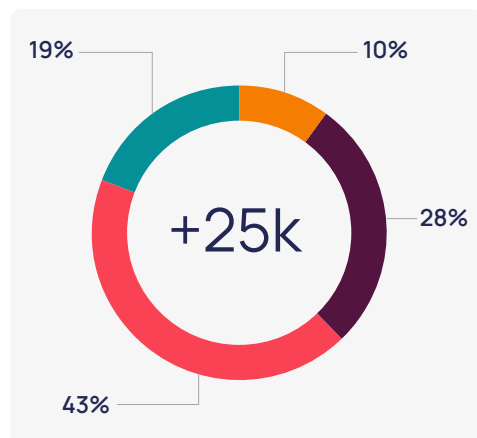
Annual webinar
registrants /
replay views

+1.5m

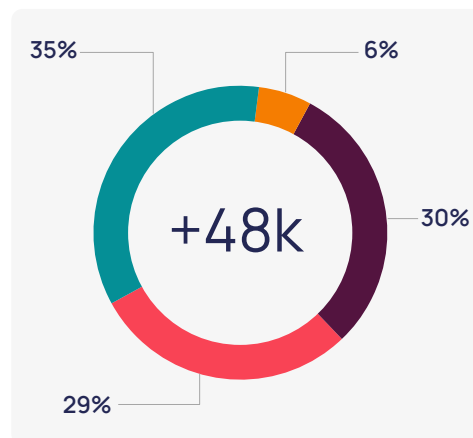
Podcast listens
per year

Our audiences

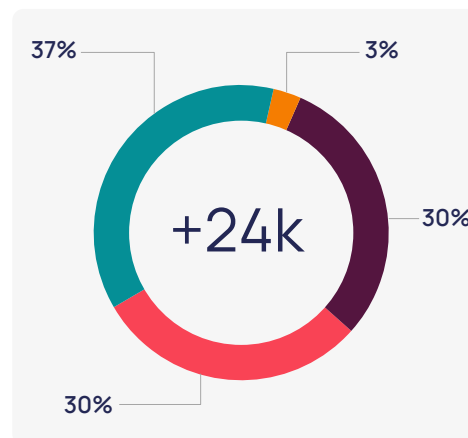
Inside Track weekly newsletter



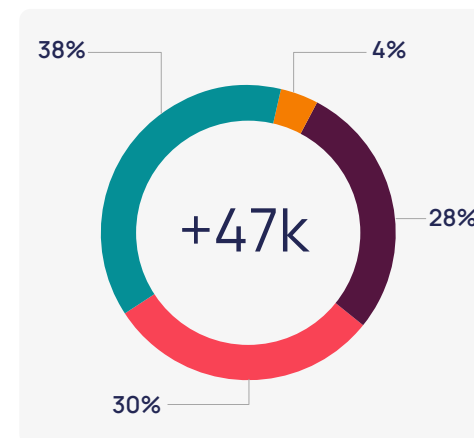
Chemicals



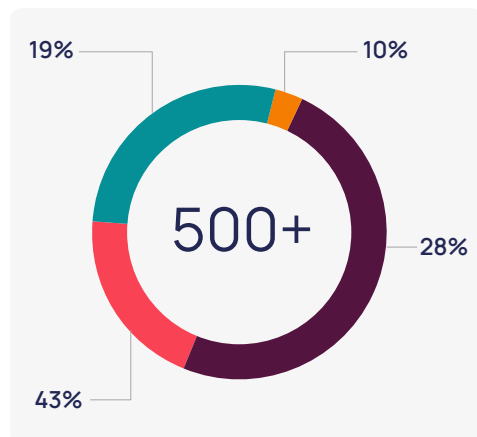
Gas and LNG



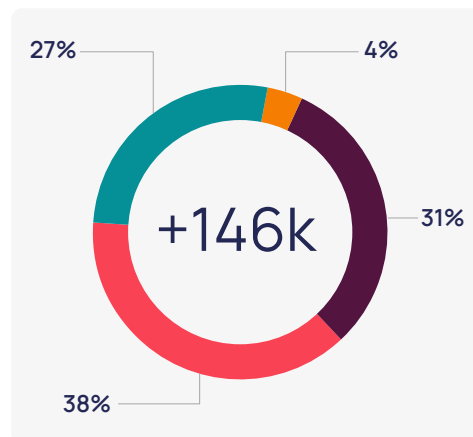
Metals & Mining



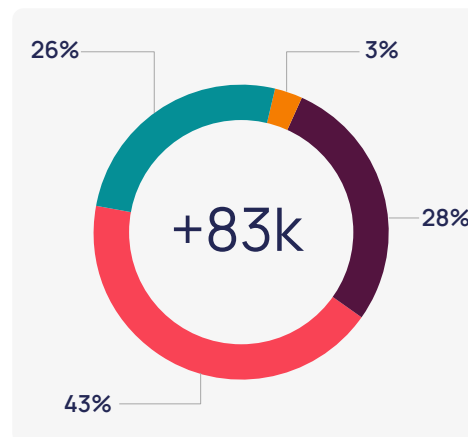
Maritime



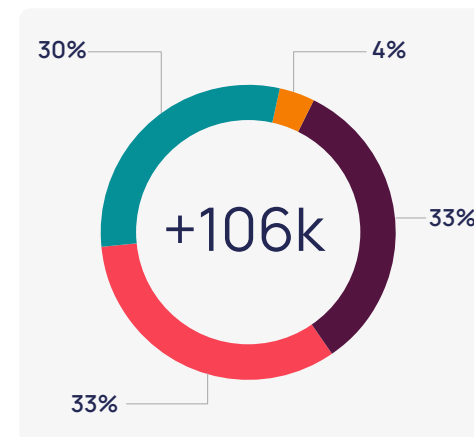
Oil and Gas



Power and Renewables



Upstream Corporate



EMEA Americas AsiaPac Unknown

Podcast sponsorship

Align your brand with the most popular podcasts in the energy industry and Wood Mackenzie's most engaged and loyal audience. Reach a global audience and increase brand awareness.

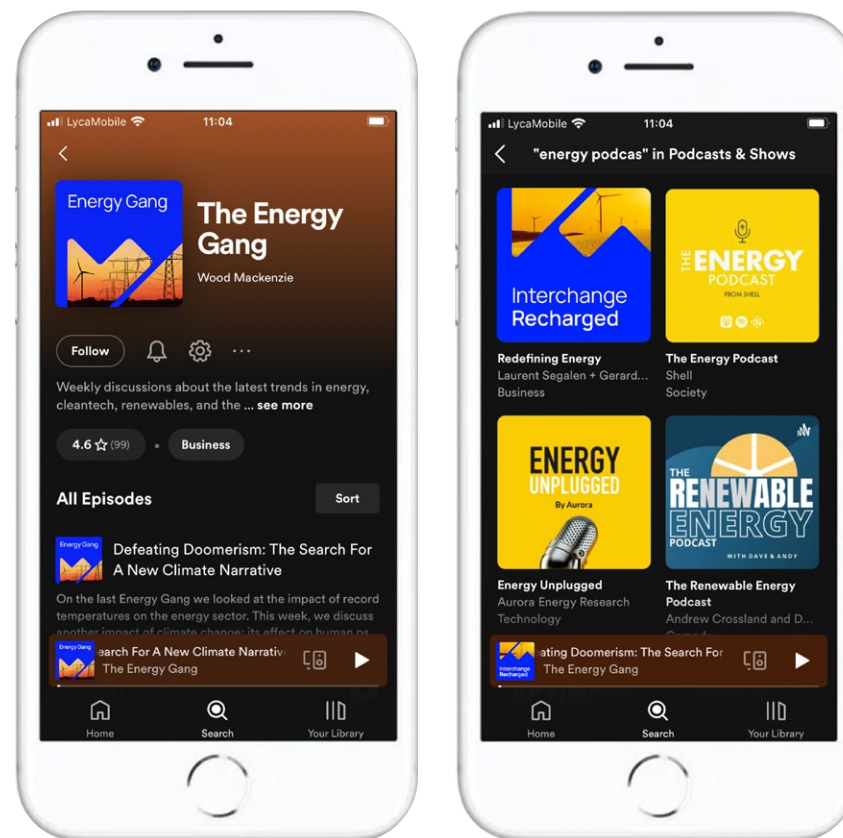
Key deliverables

The Energy Gang:

- ~85k listens per month
- Native pre-roll and mid-roll ad delivered by host during each podcast
- Logo and link to sponsor webpage included in post-show notes and podcast landing page
- The landing page can include promotional text and a link to a URL of your choice

The Interchange Recharged:

- ~45k listens per month
- Native pre-roll and mid-roll ad delivered by host during each podcast
- Logo and link to sponsor webpage included in post-show notes and podcast landing page
- The landing page can include promotional text and a link to a URL of your choice



Custom podcasts

Audio storytelling is a unique medium, not to be taken lightly. The Wood Mackenzie Creative Strategies team will work with you and your team to develop an impactful narrative to share your companies' story with the most popular podcast. Reach a global, engaged audience, showcasing your expertise and brand.

Key deliverables

- Recorded conversation(s) with your subject matter experts and/or customers edited into an approximately 30-minute podcast
- Wood Mackenzie Creative Strategies team works with you to develop the most compelling narrative for the audio format
- Promoted through our social channels (3x posts) and within a weekly newsletter email to our bespoke distribution list
- Logo and link to sponsor webpage included in post-show notes and podcast landing page on the Wood Mackenzie site
- The landing page can include promotional text and a link to a URL of your choice



Custom mini briefs

Collaborate with Wood Mackenzie's industry experts to develop and publish a compelling narrative which showcases your organization, insight and products. Reach and engage with a global audience.

Key deliverables

- 6-8 page mini briefs developed collaboratively with Wood Mackenzie analysts and the client's subject matter experts
- Designed by our in-house creative team and branded as per the client's marketing materials
- Hosted on the Wood Mackenzie's site and shared for publication on the client's channels
- A lead generation opportunity with a customised landing page designed to capture qualified opt-in leads
- Inclusion in Wood Mackenzie's weekly newsletter to a global, engaged audience and promoted across our social channels during its promotional marketing campaign
- Promoted through our social channels (3x posts), a custom email to the relevant audience and within a weekly newsletter email to our bespoke distribution list

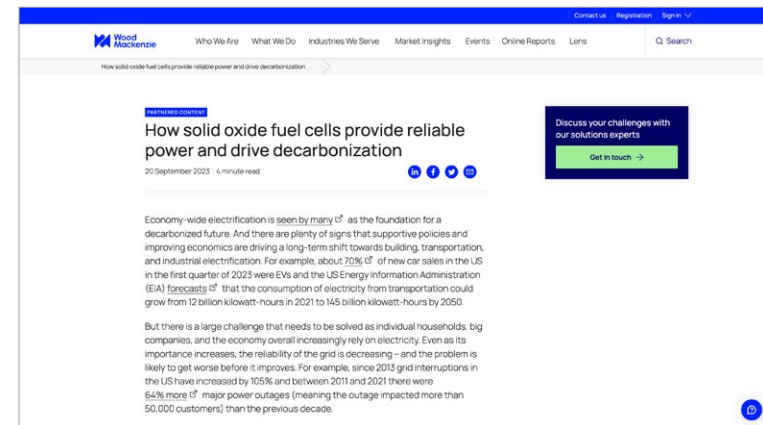
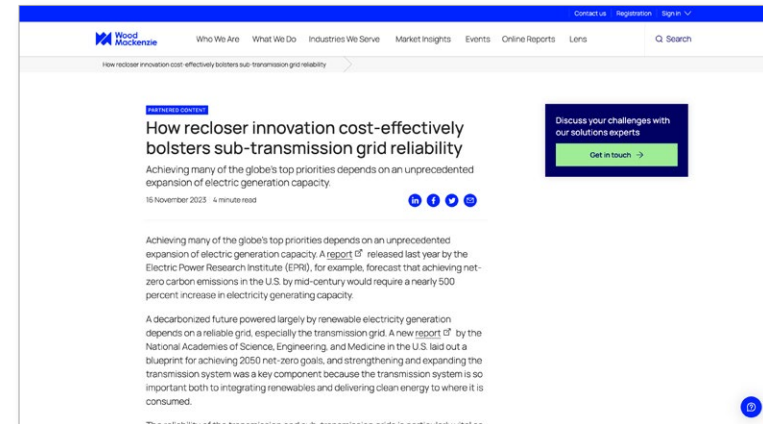


Feature articles

Collaborate with Wood Mackenzie's industry experts to develop and publish a compelling narrative which showcases your organization, insight and products. Reach and engage with a global audience.

Key deliverables

- Approximately 500 to 700-word article, developed with input from a Wood Mackenzie analyst and the client's subject matter experts
- Quote from Wood Mackenzie research analyst included within article
- The article will be housed on the Wood Mackenzie site and shared with the client for use on their channels
- Promoted through our social channels (3x posts), a custom email to the relevant audience and within a weekly newsletter email to our bespoke distribution list

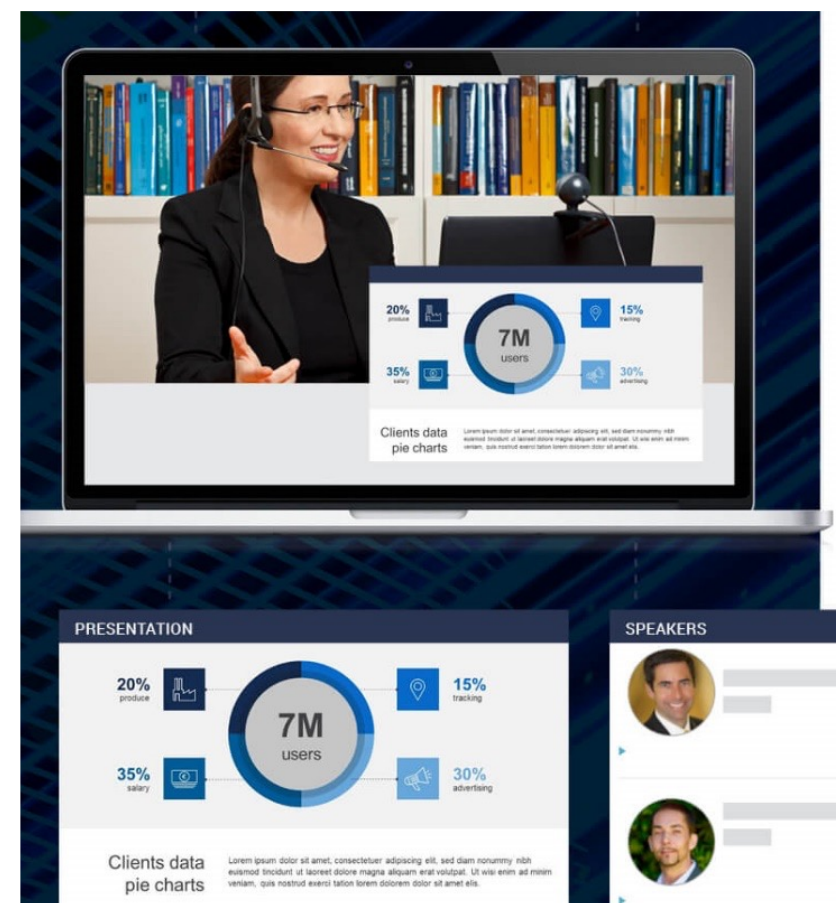


Custom webinar

Elevate your thought leaders, experts, organisation and initiatives through a one-hour custom live webinar. Moderated by a Wood Mackenzie analyst and opened with an insight-led introduction.

Key deliverables

- Your presentation contextualised by a Wood Mackenzie analyst introduction and research presentation
- A lead generation opportunity with all opt-in data from registrants shared. Plus, questions asked during the live webinar
- Wood Mackenzie webinar registrations average from 300 - 1,000 dependent on topic
- Promoted through our social channels (3x posts) and custom emails (2x) to the relevant audience and within a weekly newsletter email to our bespoke distribution list
- The live event can take multiple formats such as; presentation with speakers, panel discussion with host/moderator or a fireside chat

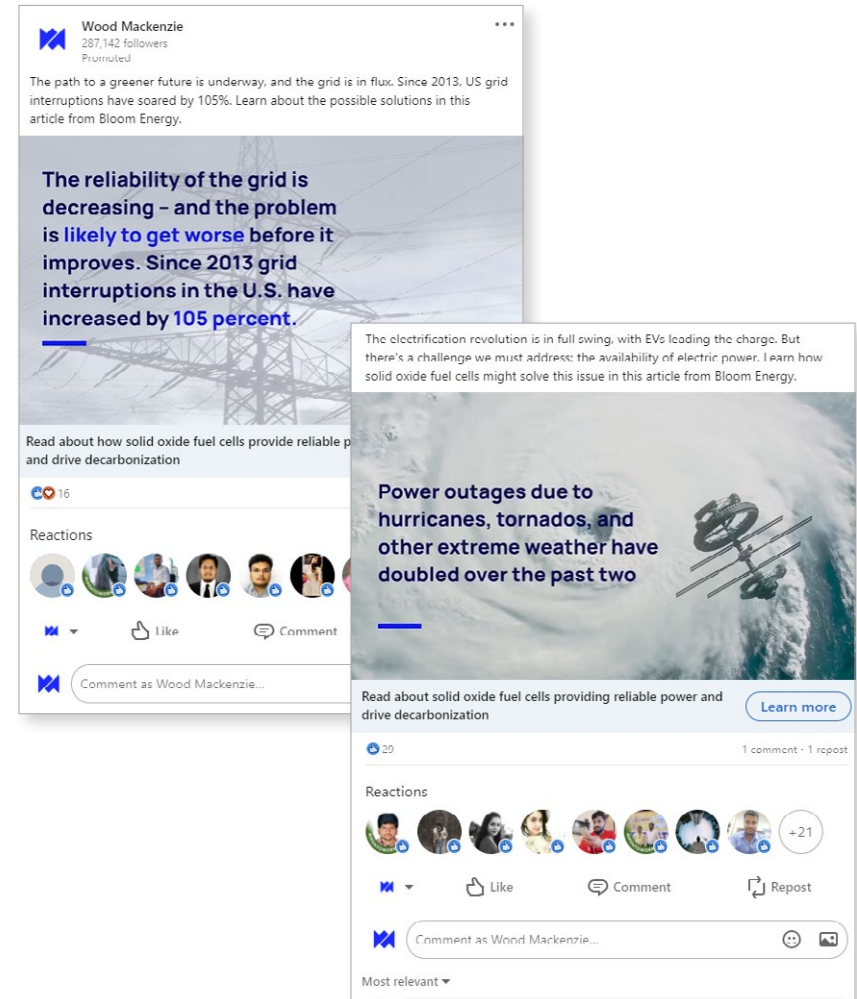


Targeted social media extension (+video/ custom asset)

Wood Mackenzie Creative Strategies will elevate your content to the next level by creating a custom promotional asset which is promoted through targeted social media efforts. Boost your brand awareness and thought leadership by engaging with a global audience.

Key deliverables

- Wood Mackenzie Creative Strategies will develop a custom asset – static graphic or short video – upon release of your custom mini brief
- The custom asset is promoted across our social channels (3x posts) and shared with the client for use on their own channels
- A marketing plan will be developed for the social promotion and all posts will drive traffic to the WM site page of the paper

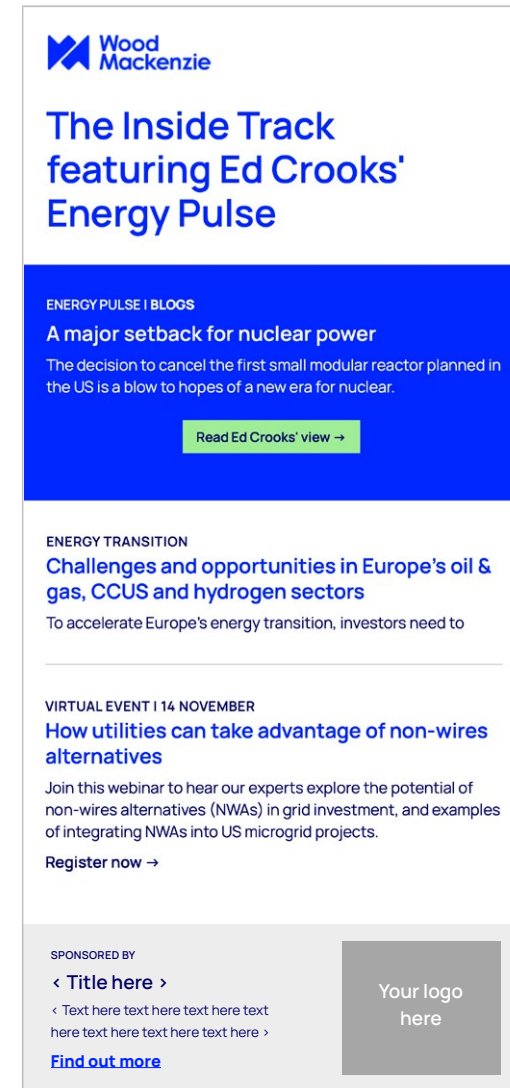


Inside Track Newsletter Sponsorship

Align your brand with Wood Mackenzie's 'Inside Track' weekly newsletter which showcases insight and views from Wood Mackenzie's thought leaders and industry experts including Ed Crooks, Simon Flowers and Gavin Thompson.

Key deliverables

- Weekly sponsorship of the Insight Track newsletter targeted at +25k global multi-industry professionals
- Customised company logo, text and link to a URL of your choice within the email footer banner



Testimonies

“I recently had the pleasure of working with Wood Mackenzie on an article about the Array SmarTrack™ software and a webinar about the utility-scale solar industry.”

“The content they produced for us was engaging and backed by extensive research, which gave us the confidence to present it to our audience. Overall, I highly recommend Wood Mackenzie for their exceptional work, and I look forward to working with them again in the future.”

“I was thoroughly impressed with their team's professionalism, knowledge, and understanding of our needs. They were incredibly helpful throughout the entire process and accommodated any last-minute changes we had with ease.”

On The Energy Gang:

“This podcast has changed the way I think about the world. Having listened to every episode, I have learned to see things through the lens of climate change. It can be a rough path honestly, but I wouldn't take that back. I look forward to pivoting my career towards working on decarbonation, however my efforts or talents can be used.... [T]hey interview experts. And the way they can discuss and debate these topics is highly enlightening and entertaining. Highly recommend.”

Pricing

We're happy to offer bespoke pricing for packages. Get in touch to find out more.

The Energy Gang Sponsorship

\$29,000

(3-month program)



The Interchange Recharged Sponsorship

\$18,000

(3-month program)



Webinar

\$15,000



Custom Podcasts

The Energy Gang:

\$20,000*

The Interchange Recharged:

\$15,000*



Mini Briefs

\$20,000*

(discount available
for a series)



Social Media Extension

\$7,500



Inside Track Sponsorship

1 month sponsorship

\$20,000

3 month sponsorship

\$50,000



Feature Articles

\$10,000



* May vary depending on size/scope of project

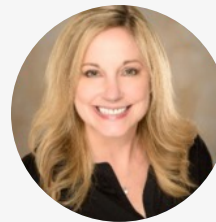


Get involved

We know you've got a story to tell. We're here to help you tell it. Bring us your goals and your vision, and we'll develop a comprehensive marketing program to drive the message to your target audience.

Through thought leadership campaigns, supporting brand awareness and lead-generation efforts, we can craft the creative program that works best for you. Creative Strategies clients of Wood Mackenzie have consistently found that working with us perfectly meets their goals of both reaching key decision makers and aligning their brand with the highest calibre of power industry thought leaders and analysts.

Contact our general mailbox with any queries creative.strategies@woodmac.com or reach out to our Sales team directly.



Kathy Arnold

Sponsorship Sales Manager
Digital Media & Event Sales

Kathy.Arnold@woodmac.com

Wood Mackenzie™, is a trusted intelligence provider, empowering decision-makers with unique insight on the world's natural resources. We are a leading research and consultancy business for the global energy, power and renewables, subsurface, chemicals, and metals and mining industries.

For more information visit: woodmac.com

WOOD MACKENZIE is a trademark of Wood Mackenzie Limited and is the subject of trademark registrations and/or applications in the European Community, the USA and other countries around the world.

Europe:	+44 131 243 4400
Americas:	+1 713 470 1600
Asia Pacific:	+65 6518 0800
Email:	contactus@woodmac.com
Website:	www.woodmac.com

Disclaimer

These materials, including any updates to them, are published by and remain subject to the copyright of the Wood Mackenzie group ("Wood Mackenzie"), and are made available to clients of Wood Mackenzie under terms agreed between Wood Mackenzie and those clients. The use of these materials is governed by the terms and conditions of the agreement under which they were provided. The content and conclusions contained are confidential and may not be disclosed to any other person without Wood Mackenzie's prior written permission. Wood Mackenzie makes no warranty or representation about the accuracy or completeness of the information and data contained in these materials, which are provided 'as is'. The opinions expressed in these materials are those of Wood Mackenzie, and nothing contained in them constitutes an offer to buy or to sell securities, or investment advice. Wood Mackenzie's products do not provide a comprehensive analysis of the financial position or prospects of any company or entity and nothing in any such product should be taken as comment regarding the value of the securities of any entity. If, notwithstanding the foregoing, you or any other person relies upon these materials in any way, Wood Mackenzie does not accept, and hereby disclaims to the extent permitted by law, all liability for any loss and damage suffered arising in connection with such reliance.