



Future first

We showed how Philips is a leader in health technology through its annual Future Health Index report



Local insights

We worked with local and global Philips specialists and key media to craft research that resonates with local audiences and demonstrates Philips' power beyond consumer goods and into the health technology sector.

Inviting media to help craft the research also meant they had a vested interest in our report before we even pitched.

Clever angles

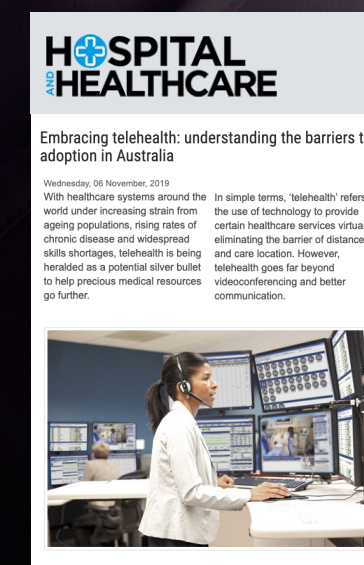
With the results out we then matched these to trending topics across technology and health verticals to demonstrate how Philips health technologies play a vital role in everything from AI in hospitals to telehealth as an untapped tool for healthcare professionals.

A detailed media matrix matched each theme to our research, target media, journalists and key industry opinion leaders.

Thought leadership

We worked with a select group of Philips spokespeople to bring the research to life, providing talking points and briefings prior to their media interviews.

Case studies were also available for media who wanted a third-party perspective on how Philips was leading change in health technology.



Lead generation

For key Philips executives, we developed and managed their social posts across LinkedIn and Twitter to promote the research findings on their and Philips' LinkedIn and Twitter channels.

Longevity

Post launch of the Future Health Index, we continued to carve out research findings for proactive and reactive news opportunities.

Results

- 3 million** reach
- 90%** message retention
- 80%** spokesperson inclusion
- 100%** positive tone

