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Success Story

Royce at Imperial's Events Achieved a 90% Success Rate, Attracting More Than 200 Registrations.

EXECUTIVE SUMMARY

The 'Innovate with Royce' and 'Materials Innovation' events, in partnership with Digipac Consultancy, achieved a **90% success rate with over 200 registrations**. The main challenge was showcasing Royce's cutting-edge facilities to businesses and increasing brand awareness. Despite having state-of-the-art technologies, many were unaware of their potential applications. The goal was to raise awareness, demonstrate their value, and attract professionals to expand usage.

THE RESULTS

90%

Event Registration Success

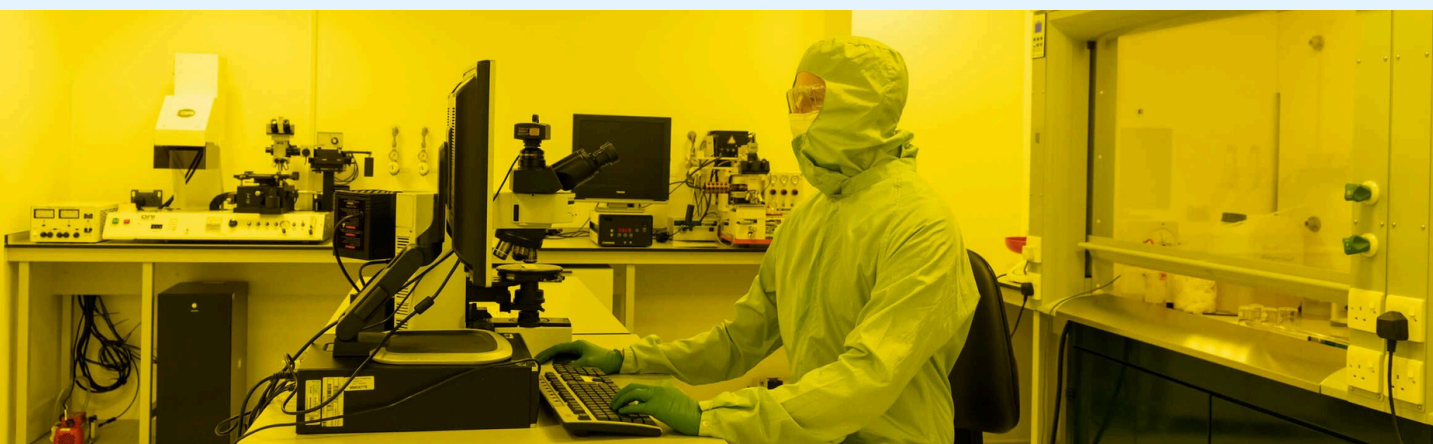
226

Event Registrations

ABOUT ROYCE AT IMPERIAL

Royce at Imperial is a partner of the **Henry Royce Institute**, the UK's national centre for materials science. The institute is funded by the Engineering and Physical Sciences Research Council, part of UK Research and Innovation.

Royce at Imperial, provides state-of-the-art facilities for innovation in materials science, bridging the gap from atoms to devices. It serves as a collaborative hub for academia, industry, and start-ups, providing advanced testing and characterisation capabilities. With access to cutting-edge equipment and expert guidance, users can explore materials at every stage of development.





CHALLENGE

Royce encountered the challenge of connecting with external companies to showcase its impressive capabilities. While equipped with a wide range of cutting-edge devices and facilities, many businesses were not fully aware of their potential for external applications. The primary goal was to raise awareness and effectively demonstrate the value of these technologies to the right audience, with the aim of increasing their external usage and enhancing Royce's market presence.

SOLUTION

Digipac Consultancy used a multi-channel approach to reach the right audience, incorporating event promotion video series, emails, social media posts, and LinkedIn ads. LinkedIn ads specifically targeted relevant professionals by job title and organisation, leveraging LinkedIn's advanced targeting tools. Beyond ads, this strategy helped increase Royce at Imperial's follower base, engagement, and community awareness. This content mix successfully drew in relevant attendees, generated high interest in the event, and boosted the brand's visibility among key industry professionals.

OUTCOME

Thanks to our targeted event strategy, content generation, and partnership initiatives, the events were highly successful, generating leads for the external use of advanced materials at Royce Imperial.

160% +

Increase in Followers

+17K

Organic Reach

280%+

Increase in Engagement



Dr Michael K Leverentz ★★★★★

Research Development Manager - Royce at Imperial

Working with Digipac Consultancy has been transformative for Imperial Royce. Their strategic LinkedIn management and targeted events have significantly increased awareness of our offerings among key business audiences. Thanks to their expertise, we successfully engaged potential clients and showcased the unique value that Imperial Royce provides. The level of professionalism and insights Digipac team brought to our campaigns was outstanding, making a measurable difference in our brand's visibility and engagement.