

**National Journal Communications Council**

**Media  
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# Is the White Paper Dead? New Models for Advancing Thought Leadership

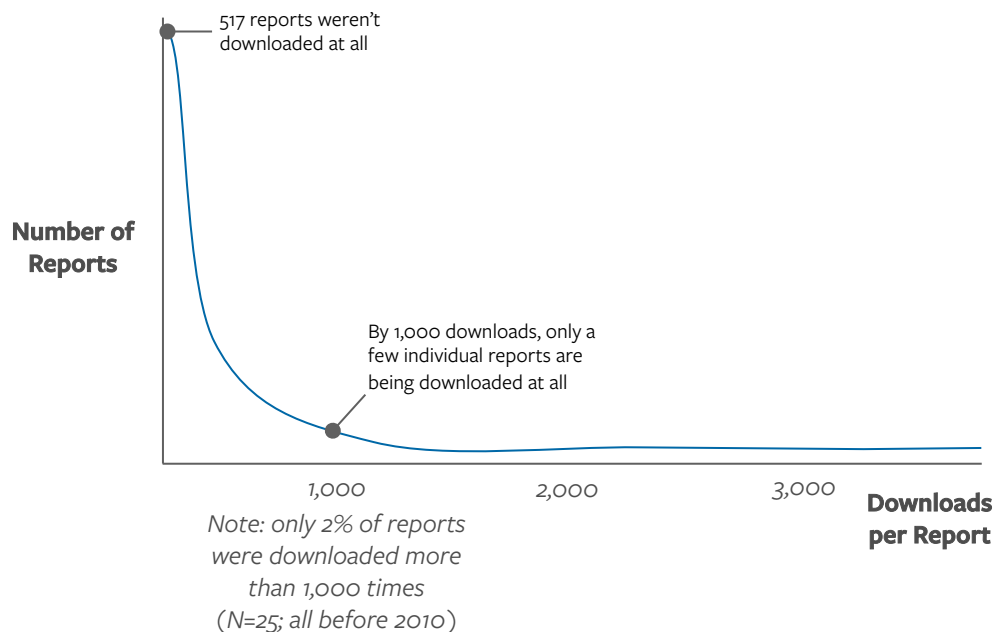
March 27, 2015

# If PDFs Aren't Being Downloaded, Is the White Paper Dead?

Certain Influential Organizations Struggle to Maximize Audience Engagement with Traditional Thought Leadership

## If You're a World Bank Researcher, Nobody is Reading Your PDF

*Download Distribution of World Bank Reports, 2008-2012*



### Coming Face-to-Face with Reality

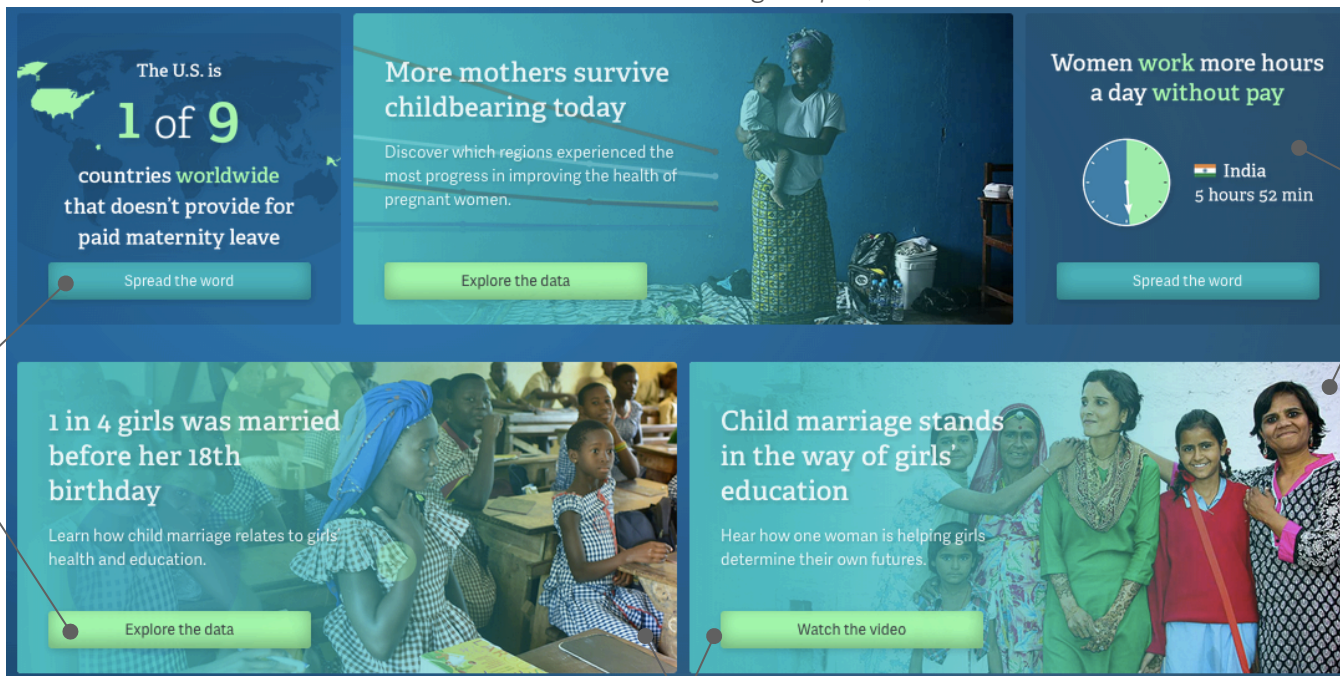
**“What if someone had already figured out the answers to the world’s most pressing policy problems, but those solutions were buried deep in a PDF, somewhere nobody will ever read them?...it’s fair to assume that many big-idea reports with lofty goals to elevate the public discourse never get read by anyone other than the report writer and maybe an editor or two. Maybe the author’s spouse. Or mom....And don’t think for a second that this is just a World Bank problem. PDF reports are basically the bread and butter of Washington’s huge think tank industry, for instance. **Every single one of these groups should be taking a serious look at their own PDF analytics the way the bank has.**”**

Christopher Ingraham, *The Washington Post*

# If Broad Awareness is Goal, Make Research “Snactionable”

Purposeful Repurposing Can Result in Greater, More Evergreen Engagement

“No Ceilings” Report, Gates Foundation and Clinton Foundation



1. Diversify calls-to-action to appeal to broader user personas

2. Create short, single-message multimedia snippets that can be consumed and acted upon while on-the-go

3. Present content in a tiled format that provides visual proof of depth while being fully optimized for mobile consumption

## Supplementing, Not Replacing the PDF...



“...But policymakers also want the longer report. The bigger report is a comfort to them that there’s something behind the short form, even if they never read it.”

John Hutchins, MDRC

# If Deep Engagement is Goal, Focus on a Single Platform

Big Upside to the Calculated Risk of Creating Content Native to One Channel

Despite Skepticism on “Fit”...

## Bank of America Pinpointed a Winning Approach for Engaging Millennials With Its Thought Leadership

Experiments With Pinterest In Retail Banking Fail Miserably

Banks and Pinterest Go Together Like Lamb and Tuna Fish

Financial institutions have teams to monitor conversation surrounding their brand on news sites, blogs and especially social networks due to the incredible amount of negative press they receive. In an age when consumers are generally unhappy with the banking world, banks need

**Did you know?**  
The average parent spends **\$10K** in the baby's first year.

**#BetterMoneyHabits**

Life is pretty good at throwing curveballs. And thinking about the cost of having a child can be daunting, so here are some ways to help you be more financially prepared before the little bundle arrives. **#BetterMoneyHabits**

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Pinned from [go.bofa.com](http://go.bofa.com)

**HOW TO SAVE (or more)**  
**\$3,000 in 9 Months**

Feeling good about your finances is one way to help ease the stress of life's rights and endless diaper changes. Here are 7 tips to help you set aside a nest egg before your baby arrives.

- 1 Pick up a second job**  
An extra shift or freelance work can help with your baby fund. It may be tough finding the energy, but you'll get a boost from seeing your bank account grow.
- 2 Sell your car**  
You'd need to evaluate whether a car-sharing service like Zipcar would work for you, but it's a potential cost savings of about \$6,000 over nine months.
- 3 Have a sale**  
Chances are you'll have to clear out space for the new addition to your family. Make room for baby with a yard sale or by selling items online.
- 4 Ditch your data plan**  
Downgrade the plan on your smartphone. To save a significant amount each month. Rely on your computer for surfing the web and use your cell for calls only.
- 5 Pack your lunch**  
Buying lunch everyday eats up a ton of cash. You'll eat cheaper (and probably healthier) if you brown bag it before you head to the office.

- 🕒 26,000 re-pins
- 🕒 Consistently ranked among Top 5 paid content partners
- 🕒 Earned media coverage in *The New York Times*, *Ad Age*

- ✓ Aligned content strategy with how target audience is known to use the chosen platform (e.g., around major life events like weddings, buying a home, or starting a family)
- ✓ Branded content with hashtags to provide subtle reinforcement while still maintaining an “additive—not interruptive” experience for users