

# Including Your Target Audience Early in Content Development Drives Thought Leadership and Business Results

Integrity Content Consulting and The Jackson Laboratory  
Partner in New Approach



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## Summary

In this time of high content volume, thought leadership differentiates and attracts a business to decision-makers.<sup>1</sup> It drives business results. The Jackson Laboratory (JAX) engaged Integrity Content Consulting (ICC) to create an educational resource for a new target audience. ICC recommended a different approach to expand JAX's thought leadership: **including the target audience from the beginning**. This brought opportunities for real-time audience insights to be gained through the process. The result? **An award-winning video yielding the highest viewership to date**, driving engagement and JAX's thought leadership in the biomedical community.



**More than 75%** of decision-makers say that a piece of thought leadership has led them to research a product or service **they were not previously considering**.<sup>1</sup>



## Who is Integrity Content Consulting?

ICC is a medical writing and content strategy business. Deepti Babu, MS, CGC (she/her), a certified genetic counselor with 25+ years of experience, founded the company. ICC's services leverage **a unique combination** of scientific expertise and clinical acumen, as well as skills in writing, communication, leadership, and project management **to deliver results**.

Visit Integrity Content Consulting's [website](#) to learn more and request an exploratory meeting.

## Who is The Jackson Laboratory?

JAX is a nonprofit biomedical research institution that also offers educational programming to support the diverse needs of clinicians and researchers. Its mission is to discover precise genomic solutions for disease **and empower the global biomedical community** in the shared quest to improve human health.



1. Edelman and LinkedIn. "2024 B2B Thought Leadership Impact Report." 2024. Available from <https://www.edelman.com/expertise/Business-Marketing/2024-b2b-thought-leadership-report>. Accessed March 19, 2024.

## What Was the Challenge?

JAX creates educational resources for medical and scientific audiences. Based on a need from a medical oncologist researcher, JAX wanted to create a resource **for patients and families**. JAX wanted to help cancer patients understand biomarker testing – this testing can direct important decisions about cancer treatment. This presented a challenge: **What would be the best approach to create content for this new audience?**

## Why Did JAX Choose Integrity Content Consulting?

JAX engaged ICC for content strategy and medical writing services. JAX came to ICC with this project, **given the positive collaboration and strong support** from internal JAX teammates. JAX wanted to tap into ICC's skills and expertise to advance thought leadership and drive users to JAX's growing menu of educational offerings.

## What Was Integrity Content Consulting's Approach?

During project kickoff, ICC recommended having the target audience – a cancer patient or their support person – brought in from the start. A Patient Advisory Committee (PAC) was available at JAX to review content, **but ICC recommended to have a voice from the target audience at the table up-front**, not added later in the process.

ICC offered rationale to help the JAX team understand, buy in, and advocate internally. **Building consensus and relationships is a key part of ICC's process for project success**. Here, engaging the target audience early would make the content meet this audience's needs and drive engagement. JAX was open to this and found an internal team member who was a cancer patient's family member. **ICC led content development and included this individual throughout – from outline, to draft, to final copy**.

- *Sheila Bourgeois, Executive Assistant to the Chief Medical Officer at JAX, shared: "Being part of the team allowed me a great opportunity to work with our genetic counselor to create written resources for cancer patients with Integrity Content Consulting. As a caregiver for my only sister, who had breast cancer, discovering that she was not provided with information was very disturbing to me. I wanted to help educate patients so what happened to my sister would not happen to them. So, being a part of this initiative is very dear to my heart."*

ICC developed the draft content and built consensus to complete [the written resource](#); the JAX PAC gave high marks.

## What Happened Next?

The JAX team decided to use the written content to build a script for a video. JAX's Creative team developed the animation and voiceover, **which brought to life the original content that ICC created**. ICC reviewed the draft and provided feedback that shaped [the final video](#). JAX housed it on their website and YouTube channel, promoting it to drive users to the video and written resource.



## What Were the Results?

As of March 2024, the video has **276% more views** as compared to usual video performance on JAX's YouTube channel. **58–59%** of all viewers have watched up until the 1-minute mark and 25% of viewers have completed the entire video (2:15 in length).

In January 2024, JAX won a Gold AVA Digital Award for its "What is biomarker testing?" animated video. Only about 18% of 2,500 AVA applicants will win a Gold Award in this international competition.

- *Tiffany Laufer, Senior Creative Lead in Photography and Video at JAX, offered, "I believe the JAX animation is award-winning because it combines visually engaging graphics with a clear succinct story."*

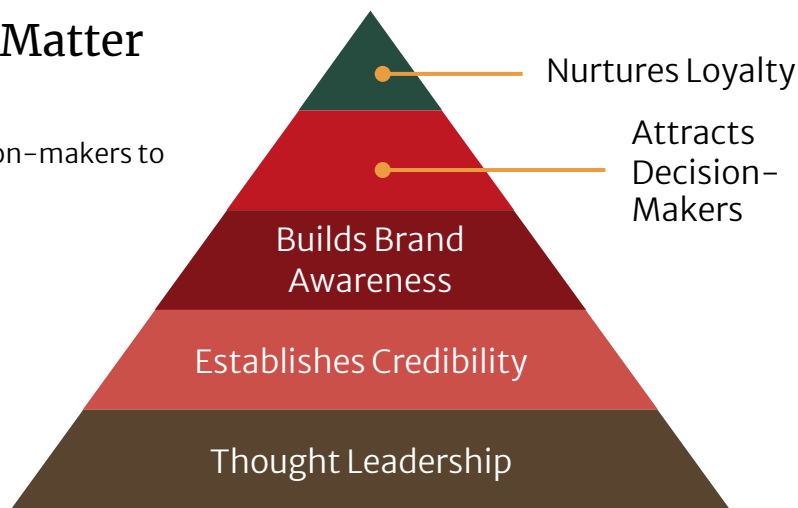
ICC's different and inclusive approach to developing content made an impact that garnered recognition for JAX and grew its thought leadership.



As of March 2024, the biomarker video has **276% more views** than usual videos on JAX's YouTube channel.

## Why Does Thought Leadership Matter for a Business?

Thought leadership is a base to build upon for decision-makers to understand and choose a business:



Over time, thought leadership strategically drives business outcomes:

- ✔ More Strategic Content
- ✔ Trust Advisors
- ✔ Expanded Reach
- ✔ Improved Brand Perception
- ✔ Stronger Customer Relationships
- ✔ Competitive Differentiation

## Do You Want to Drive Thought Leadership and Business Results?

Visit Integrity Content Consulting's [website](#) to learn more and request an exploratory meeting.

