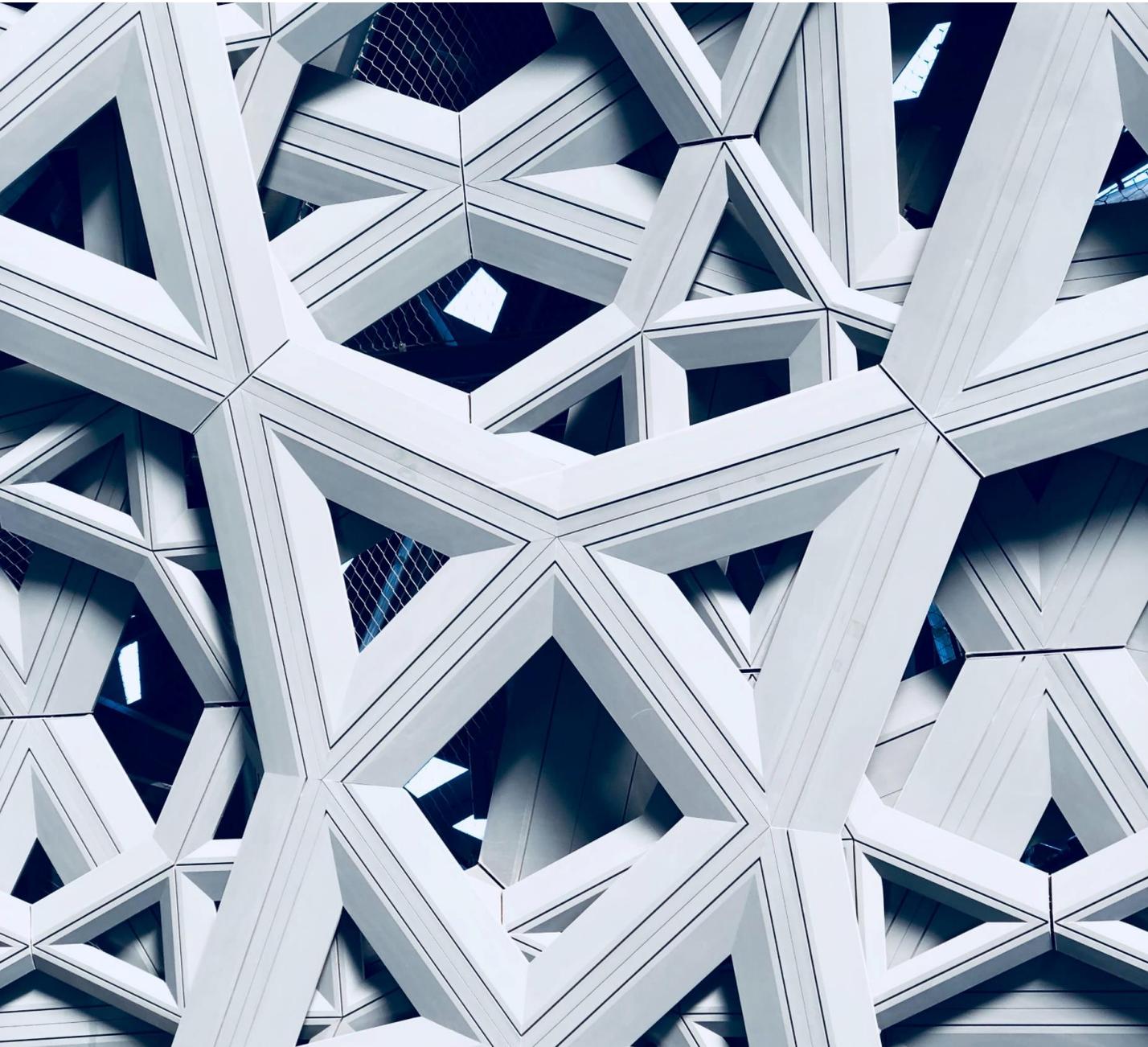




CASE STUDY

Abu Dhabi Investment Office





Introduction



Bonny Lee-Lawrie is Head of Marketing and Communications at Abu Dhabi Investment Office. She has been working with Abu Dhabi Investment Office (ADIO) since 2019.

Lee-Lawrie spoke with us about destination marketing, the value of third-party advocacy, and creating marketing and communications foundations that live on.

The Challenge

Bonny Lee-Lawrie, Head of Marketing and Communications, Abu Dhabi Investment Office:

“The pandemic changed our approach because business travel stopped practically overnight.”

Abu Dhabi Investment Office needed new ways to reach investors. They decided to embark on a content strategy that could help tell successful investment stories.

Bonny Lee-Lawrie, Head of Marketing and Communications, Abu Dhabi Investment Office:

“I come from a PR background and the story is really the key to everything we do. When we started working with GlobalData it was, how do we increase at pace the way in which people can interact with our content.”

Abu Dhabi Investment Office was approximately one year old. They wanted to establish themselves as a government organization that offered both traditional sector investment as well as investment opportunities in newer, promising high-growth sectors.

Bonny Lee-Lawrie, Head of Marketing and Communications, Abu Dhabi Investment Office:

“It’s not exactly an overnight process. It can take investors anywhere from six months to three years to commit. It involves several decision makers- anything from a medium size business and upwards and you’re probably speaking to 10-12 people.”

Bonny Lee-Lawrie, Head of Marketing and Communications, Abu Dhabi Investment Office:

“Most people associate us with oil and gas and defense industries as well as with sovereign wealth funds. But we also have a great name globally with newer sectors such as Agricultural Technology and Biopharma.”

The challenge was to bring both brand awareness and access to this information to potential investors.



The Purpose

Bonny Lee-Lawrie, Head of Marketing and Communications, Abu Dhabi Investment Office:

“For the businesses that come in their stories are phenomenal in terms of what they’re actually doing on ground. It becomes exciting for all of us because we see their hard work coming to life.”

“It’s not about us, our work is to facilitate and to make sure that the connections are there so that our investors can succeed. This was one of our core principles when we were establishing Abu Dhabi Investment Office.”

The Strategy

Some of the strategies used included creating 25 articles in which 23 CEOs, UAE ministers, founders and investors were interviewed.

Bonny Lee-Lawrie, Head of Marketing and Communications, Abu Dhabi Investment Office:

“The plan was to use quality content that will be able to establish the quality of a location, both from a business and a human perspective. I tend to say that location investment isn’t strictly about business. We’re moving people and their lives.”

“We chose to incorporate third-party advocacy into our strategy. When you have a partner who can tell your story from ten or twelve different angles, in multiple digital channels, it makes all the difference. Creating valuable third-party content in different ways and across platforms is a successful proposition.”

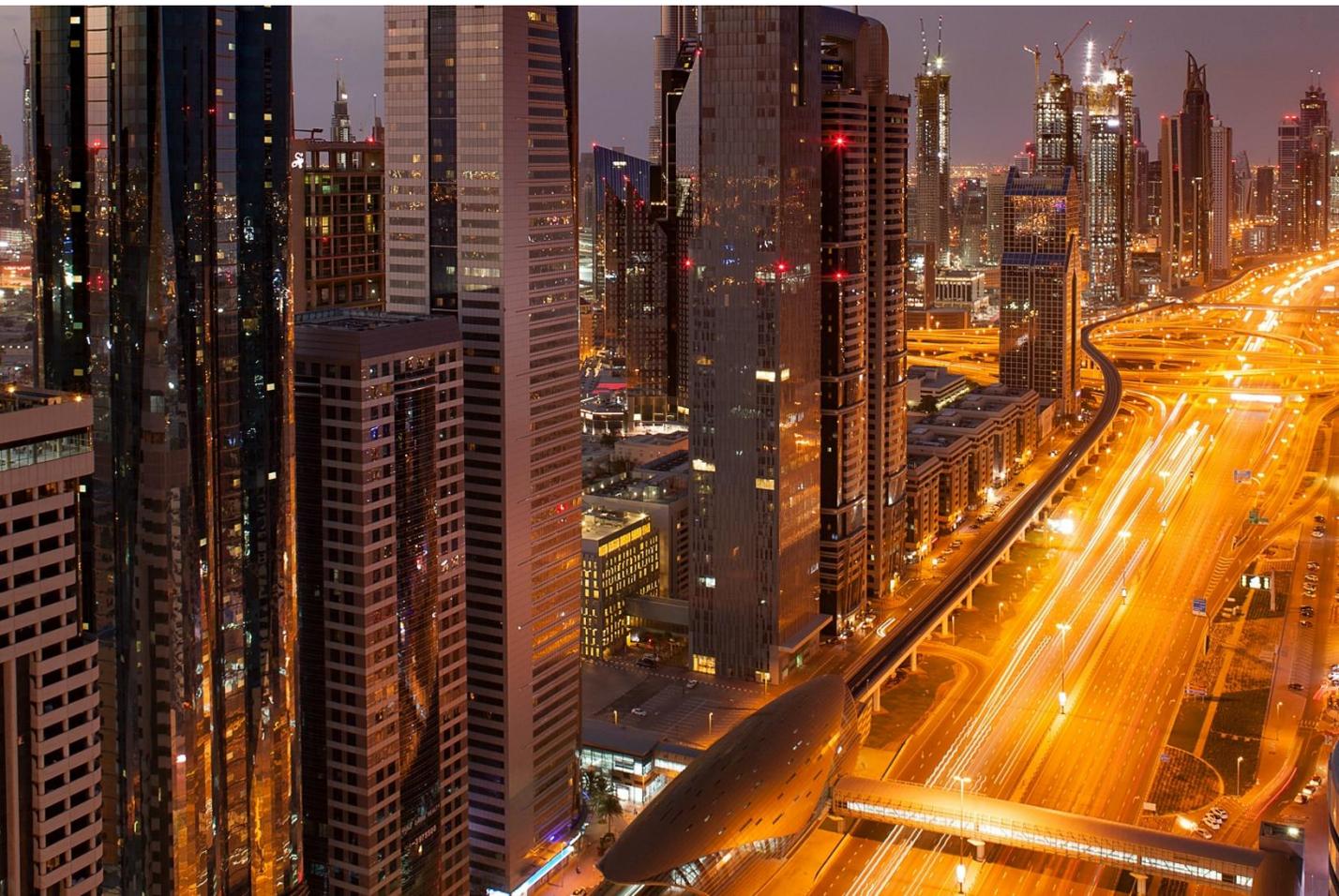
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The Results

Abu Dhabi Investment Office's marketing campaign achieved the following results since launching their campaign.

The FDI content created generated 30K page views internationally, including companies in 186 countries in relevant sectors. In total campaigns achieved 300+ leads, of which 73% were C-suite and above.



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GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

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