

## Tech Mahindra

# Curating a Multi Faceted Strategic Thought Leadership Custom Program to Drive Engagement with C-Level Executives

### Summary

As the pandemic hit, the leaders at Tech Mahindra saw the urgency to navigate disruption by embracing digital technologies. This would be the opportune time to establish meaningful conversations across industries through innovative forms of content. While the usual longer forms of content like co-authored blog posts, articles, and whitepapers would be utilized, there would also be a deeper focus on newer, digital content forms such as social media live streams that would highlight real conversations with different leaders across global companies.

Leveraging its six-year partnership with The Trust, The Wall Street Journal's Custom Studio division, Tech Mahindra created an exclusive platform called 'In the Future' to engage its C-suite leaders and help drive the narrative forward for digital transformation in the post COVID-19 world. This culminated in Tech Mahindra building exclusive thought leadership content campaigns while participating in global events that catapulted brand visibility.

This plan was started before the pandemic had hit, wherein Tech Mahindra would:

- Provide in-depth analysis on the global business market and world of work: This was an industry-first collaboration with a leading international news conglomerate.
- Maximize awareness on tech's role in providing meaningful solutions to pressing issues: The C-Suite at Tech Mahindra worked with marketing teams to create clear call-to-actions on the need for embracing new-age technologies. Tech Mahindra created a provocative series of future-focused content.

- Be the leading voice of change in the tech transformation space: Tech Mahindra presented exclusive thought-leading commentary and expert insights from senior executives across global companies. In 2019, Tech Mahindra and The Trust launched a new campaign that allowed executives to test their organizations' performance against industry leaders.

### Program Execution

#### In the Future: Future Shapers (Original Content Series):

With its launch in 2019, 'In the Future' portal became one of the major ways in which Tech Mahindra effectively established deeper connects with some of the most powerful CXOs in the world and strengthen customer relationships.

The brand quickly disseminated real conversations exploring the impact of technology and more by leading industry journalists. From July 2019 to March 2022, the portal reported:

- 36 million total impressions
- 513,913 unique page views
- 550,369 total page views

Strengthening Tech Community Connections:

With Future Shapers, Tech Mahindra delved deep into insightful conversations around the topic of emerging technologies with senior executives from companies like Globe, Telefonica, Avasant, and Samsung. Through our multidimensional partnership, the brand:

- Engaged over 40+ customers leading to significant pipeline influence for the brand
- Conducted 24+ custom C-Suite interviews
- Accessed 1,000+ CEOs across 3x CEO Council summit
- Accessed The Trust's (WSJ) membership of 1200 CXOs+, facilitating multi-million-dollar business wins

Tech Mahindra was recognized as Corporate Influencer at World Media Awards (WMA) 2020.

#### The Efficacy Index (First-of-its-kind Benchmarking Study):

Tech Mahindra and Dow Jones Intelligence developed The Efficacy Index, a first-of-its-kind benchmarking tool that provides personalized insights on transformation efficiency and effectiveness.

- In the first three months, 4,162 respondents completed the 15-min survey and received personalized feedback
- From December 2020 to March 2022, this survey had a total of 92,625 page views, out of which 85,034 or 92% is unique page views

#### The Transformation Index (Bespoke Research):

By 2020, this research built on the Efficacy Index and supported Tech Mahindra's hypothesis that companies which had invested in digital technology found themselves better positioned to navigate the sudden disruption brought on by COVID-19.

Since December 2020, the survey has garnered:

- 36, 518 total page views
- 24,731 or 68% unique views

#### Leading from the Front at Exclusive Leadership Events:

With established thought leadership and tech connections in place, Tech Mahindra was taking the lead from the front across global stages – virtually and in-person – to discuss several pressing topics, including supply chain disruptions, growing inflation, and how to navigate the changing world of business.

- WSJ CEO Council Summit 2020 | Washington D.C.
- WSJ CEO Council Summit 2021 | Washington D.C.

### Lessons Learned

The lessons learnt through these programs were critical for Tech Mahindra to ensure purpose-led conversations in the future as well, such as:

- Thought leadership must be grounded in the actual realities of the business
- Leading by example is the only way to make your audience listen
- Brand communication must keep pace with changing listening habits of the audience