



Top 100 Global Innovators™ 2021



FOR PUBLICATION

DBA Design Effectiveness Awards entry - November 2023

Executive summary

Overview

Clarivate™ provides data, software, and consulting solutions to some of the world’s most innovative companies, universities, and institutions. At the heart of their ethos is innovation.

Each year, Clarivate announces the Top 100 Global Innovators™ - a list of the most innovative companies around the globe. Using data science and domain expertise, Clarivate compares 50 million ideas through billions of calculations to discover who has made it to the very top.

The list is published in the Top 100 Global Innovators report and promoted throughout the year. It plays a core role in raising brand awareness and driving new business and renewals.

In September 2020, Clarivate approached the Brand Experience Design team to design the Top 100 Global Innovators report, microsite, and associated assets for the 2021 release. The objectives were to improve on the established key performance indicators in driving engagement and business opportunities.

After we conducted an audit of previous years, we identified several areas where the design approach could be improved. There was little visual cohesion between the report and the associated assets, creating an inconsistent narrative, poor recognition for the customer, and impacting overall results.

Design solution and results

The 2021 report would celebrate the tenth anniversary of the Top 100 Global Innovators, highlighting those elite companies that had made it onto the list every year since its inception and investigating how they had molded and refined cultures of innovation.

We chose to capture those energetic moments of inspiration at the beginning of innovation. Renders of valuable liquid metals, creating explosive and dynamic forms, complimented the themes of celebration, growth and success.

The imagery was widely shared in third-party reporting on the Top 100, with earned media coverage increasing to 767% KPI. The client's feedback was that having a strong visual theme made the story more compelling.

Using the new designs, social engagement (interactions influenced by design) increased by 409%. More customers were being driven through to the microsite, with total page visits at 669%. The optimized design encouraged customers to interact with the content, and the bounce rate was reduced by 35.5 points to 32.7%.

The overall result was downloads of the report were higher than any other year, at 154% of the KPI and 190% compared to previous year.

As a direct result of the increase in engagement and report downloads, there was a record number of marketing qualified leads 219% of the KPI, with a measurable impact of an extra [REDACTED] (approx.) of business opportunities in the pipeline, 115% the previous years performance.

**Clarivate
Brand Experience
Design**

**X Studio
Texture.**

Context and overview

Clarivate's unique offering

Clarivate provides data, software, and consulting solutions to some of the world's most innovative companies, universities, and institutions.

At the heart of their ethos is innovation. They help their customers research smarter, make strategic decisions faster, and protect and commercialize ideas. From technology to healthcare, Clarivate's customers build the future.

Top 100 Global Innovators

Each year, Clarivate announces the Top 100 Global Innovators - a list of the most innovative companies around the globe. Using data science and domain expertise, Clarivate compares 50 million ideas through billions of calculations to discover who has made it to the very top.

The list is published in the Top 100 Global Innovators report and promoted throughout the year. It plays a core role in raising brand awareness and driving new business and renewals.

2021 would be the tenth anniversary of the report. The expectation was to equal the success of previous years, which had performed well against the established key performance indicators (KPIs).

Key performance indicators

The KPIs were defined by the client based on learnings from the preceding years, and as such, they represented a measure of a "good" performance (see the Objectives). KPIs were an overview of global performance and weren't broken down by region.

Specific data for the performance of reports pre-2020 is unavailable due to the changing organizational structure (see the Influencing factors section).

However, we can infer that the KPIs were a reasonable indicator of a report's performance from the results of the 2020 report, which broadly achieved, although did not significantly exceed, expectations.

The KPIs captured key behavioral moments across the customer journey influenced by design, from the first click on a promotional asset to filling out the form on the microsite (see Results - KPIs explained)

It was then possible to directly measure the business impact through associated marketing qualified leads (MQLs) and the subsequent value of opportunities in the sales pipeline.

The brief

As the in-house team, our brief was to oversee the design of the Top 100 Global Innovators 2021 report, microsite, and associated assets.

We partnered with Studio Texture to develop the concept and visual theme. Studio Texture would also design the report while we designed the microsite and other assets.

After we conducted an audit of previous years, it became clear that there was often little visual cohesion between the report and the associated assets, creating an inconsistent narrative, poor recognition for the customer and impacting results.

We identified the microsite as a crucial area for optimization of the design. The previous year, the site had been functional but uninspiring. There was little that reflected the themes or the personality of the report, which was demonstrated by the site's overall performance, only just achieving its KPIs.

Objectives

The objectives were to meet the established, design-influenced KPIs (see Results - KPIs explained).

The KPIs added value to the business in two key areas - driving engagement and driving business opportunities.

1. Drive engagement

Grow awareness of Clarivate’s IP expertise and of the Top 100 Global Innovators. Key performance indicators:

- Report downloads - [REDACTED]
- Microsite metrics (based on 2020 results)
 - Page views [REDACTED]
 - Bounce rate 40%
- Social engagement - [REDACTED]
- Earned media coverage - [REDACTED]

2. Drive business opportunities

Acquire new contacts and leads through the specified marketing channels and bring them into the Clarivate nurture campaign. Key performance indicators:

- Number of Marketing Qualified Leads - [REDACTED]
- Value of opportunities in the pipeline - [REDACTED]

Key facts

Launch

February 23, 2021.

Design fees

[REDACTED]

Target audience

Intellectual Property-centric organizations, globally. Job titles related to Intellectual Property, Research and Development, corporate c-suite and decision-makers.

Assets

- Report
- Microsite
- Social posts, and digital banners

Key assets were designed in three separate language versions - English, Korean, Mandarin Chinese and Japanese.

Design response

Celebration, innovation, and success

2021 would celebrate not just the tenth anniversary but also innovation itself.

The report recognized those elite companies that had made it onto the list every year since its inception, and investigated how they had molded and refined cultures of innovation.

We chose to capture those energetic moments of inspiration at the beginning of innovation. Renders of valuable liquid metals, creating explosive and dynamic forms, complimented the themes of celebration, growth and success.

The editorial design of the report used splash pages featuring inspirational phrases from the content realized in impactful typography interweaving with the liquid metal. These designs would repeat as key visuals across the assets, creating a visual unity and narrative that was ownable, recognizable, and engaging.

The visuals were brought to life through animation, capturing the explosive moments of inspiration in slow motion. The animated visuals were used within the social post designs as engaging “thumb-stopping” content, increasing overall engagement on social channels.

The microsite design was optimized, adding space for content to shine, creating clear sections and narrative structure, and making the content digestible and scrollable.

We made the visual theme an integral part of the site experience, using the impactful typography from the report design with interactive animation to make the experience more engaging, encouraging repeat visits and more interactions with the content.

Before

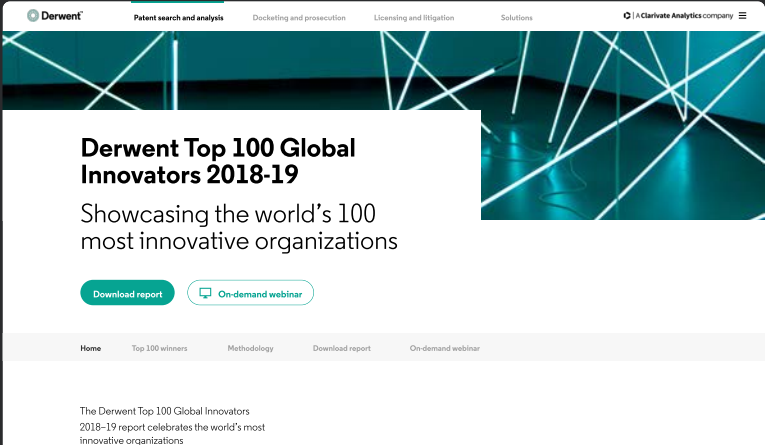


2019 report cover and select spreads

2019 social post



Example microsite 2019 to 2020

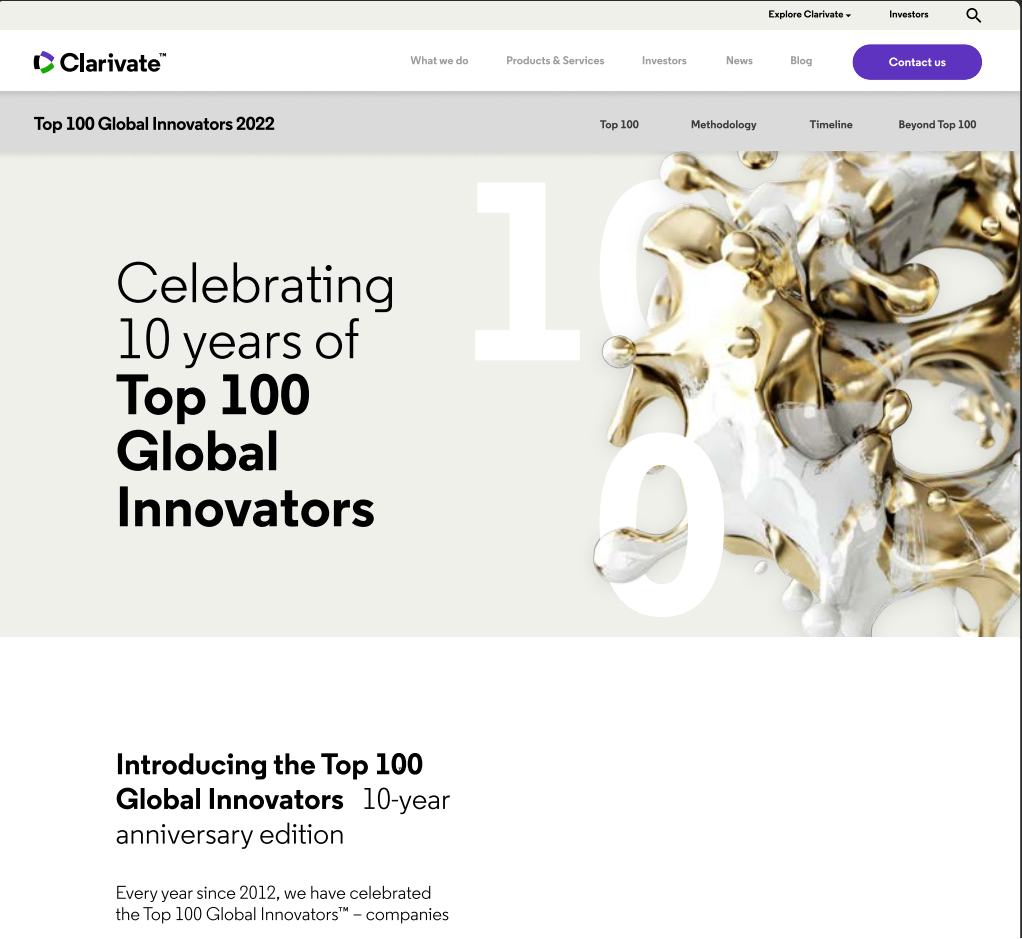


Design response - After

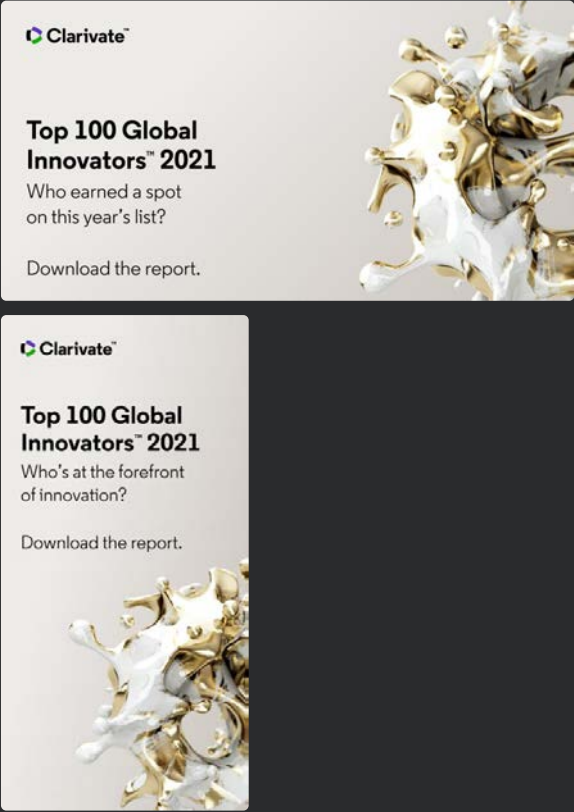
Report cover and select spreads



Microsite landing page



Social and banner examples



Results - KPIs explained

Design impact

We isolated those KPIs that were specifically influenced by design. Although marketing and communications drive the reach through strategies such as email lists, targeted advertising, and social strategy, design continues the engagement.

Maximizing conversion across the customer journey requires clear communication design, and a cohesive visual theme - so that the customer understands they are on a specific journey, what the following action should be, and what the expected outcomes are.

When design emotionally engages with the customer and successfully communicates information and intent, it encourages interaction. Examples of engagement include clicks and shares on social media or filling out a form on the microsite.

Social engagement

Social media has two types of metrics - impressions and engagements. Impressions are primarily driven by marketing and communications through social strategy, surfacing content to the customer (see Influencing factors).

Engagement is influenced by design, encouraging likes, shares, and media views. Visually arresting, “thumb-stopping” content captures attention as a customer scrolls through their social feed.

The KPI used was the overall combined engagement score across the social platforms.

Microsite metrics

As well as raising awareness, promotional touchpoints, such as social posts, drive customers through to the website. Successful engagement with those other touchpoints significantly increases the overall page visits of the microsite (see Influencing factors).

Once customers arrive at the microsite, the design continues the engagement. If customers exit the page quickly, captured by the bounce rate metric, it does not immediately meet their expectations.

The visual theme and the design of the layout are crucial to that impression. Providing consistency to the journey, a clear information hierarchy, and visually indicating to the customer the expected next steps, for example, clicking the call to action to download the report.

MQLs and opportunities in the pipeline

To download the report, a customer was required to fill out their details on the microsite. Once they had submitted the form, their details were part of the marketing and sales funnel, and the teams could track the progress and value of the opportunity.

It was then possible to see the direct contribution of marketing channels associated with the Top 100 report.

Results

Drive engagement

669%
Page views

The bounce rate was 32.7% against a KPI of 40% (lower is better) and an increase in performance of 35.5 points on the previous year.



767%
Earned media coverage



409%
Social engagement



154%
Report downloads



Drive business opportunities

219%
Marketing Qualified Leads



115%
Value of opportunities in the pipeline



[NUMBERS HAVE BEEN REDACTED]

Influencing factors

Organizational change

In the years previous to 2021, the Top 100 Global Innovators report had been released under one of Clarivate’s flagship businesses, the IP data and solutions company Derwent™.

From 2019 to 2021, Clarivate had been evolving towards becoming a more connected organization so that the separate flagship business units would unite as a Clarivate master brand.

In 2021, Derwent would make the final move to become a family of products and solutions under Clarivate, and the The Top 100 report would be released under the Clarivate brand.

The organizational change is not considered to have unduly influenced the KPIs for the following reasons:

- **The transition was well established**

By 2020, most Derwent customers were aware of the association with Clarivate, with awareness of the association rated at [REDACTED]. The overall target audience awareness of Clarivate, also at [REDACTED], had already overtaken Derwent, with an awareness of [REDACTED] ¹.

- **The marketing, comms and social strategy remained the same as in 2020**

The target lists and audience personas were those inherited from Derwent, and promotion was the same across Clarivate and Derwent social channels, which remained active in 2021. The overall marketing and comms spend remained the same.

- **The Top 100 Global Innovators was visually distinct**

The theme and design changed year after year, and the visual impact of changing ownership was minimal. Logos were replaced, and the Derwent name removed from the title.

¹ Clarivate brand reputation baseline research Q4 2020 - Clarivate Brand Management team. February, 2021

Microsite page visits

We do not have a breakdown of traffic sources for page views, and changes in Google Analytics have made it challenging to recover and compare metrics that have not previously been recorded.

From the analytics data we can access, there may have been an approximate increase in organic traffic from around 8% in 2020 to 34% in 2021.

However, this is far from conclusive, and even when we subtract that from the total page views, the performance far outstrips the KPIs.