

# THE ADRENALIST

CONTENTLY CASE STUDIES

## CHALLENGE

In 2009 Degree Men was tasked with raising awareness of the brand while creating unique perspective on the extreme sports landscape. Degree partnered with Weber Shandwick, one of the worlds most prestigious PR Agencies. Weber saw content marketing as a way to perpetuate Degree's brand image while securing a position as a respected publication on extreme sports. With The Adrenalist, Degree Men is able to provide top-notch, relevant content to its readers with light branding and promotion.

The Adrenalist started with a staff of eight freelance journalists but eventually needed to expand their coverage. They needed more writers and more content.

## DEGREE MEETS CONTENTLY

In addition to their staff of general content creators, The Adrenalist required specialized journalists. "In 2011 we were moving away from a phase of using internal agency writers, and opening it up to actual journalists who were much better trained/positioned to create the exciting lifestyle content readers are going to respond to" said Parker Ward, a Degree account director.

"The writers were of a professional pedigree who had all written for major publications. We conducted a search looking for vertical experts and found a handful of great writers. Though the experience of searching across disparate corners of the web was one of the factors that led us to seek a platform like Contently to efficiently find future talent."

Sal Basile, the managing editor of The Adrenalist said that the Contently Platform has been invaluable in coordinating writers and creating content. "I utilize Contently's editorial calendar; pitching, messaging and payment systems," said Basile. "I try to use every aspect of Contently in my day-to-day routine."

## THE RESULTS

Contently connects all of the fragmented parts of running a website: managing writers, creating calendars, setting due dates, payments into one simple dashboard. "I spend most of my time during the day with Contently open on my computer screen. It has become my home base for everything Adrenalist-related," said Basile.

"Without Contently, I would have to set due dates and distribute them to the writer's individually. I would also have to collect pitches from the writers individually and organize them without a centralized calendar. Finally, paying writers would come down to separate invoices for each piece of content."

### BY THE NUMBERS

**\$2,500,000**

Dollars worth of deodorant sold in 2012

**16**

Contently Writers who write for The Adrenalist

**40**

Stories per month