



## Weber Shandwick Leverages Contently to Provide Key F500 Clients Content Marketing at Scale

In March 2013, Weber Shandwick launched Mediaco, a new channel intended to help some of the world's leading brands become publishers. In order to launch this innovative offering, they needed a way to build a large-scale editorial workforce, as well as robust content creation tools to meet the exacting demands of their expanding roster of major brand publisher clients, including GM, Ricoh, Unilever and Novartis.

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**"Contently has been a truly collaborative partner for Weber Shandwick. They understand our needs and how they change from client to client, and have been committed to helping us pair the right creative talent to the right project."**

— JASON KAUFMAN, SVP, Editorial Strategy and Operations at Weber Shandwick

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### Challenge

In order for Mediaco to serve clients effectively, Weber Shandwick needed access to a marketplace of top-tier talent and an efficient platform to manage the talent at scale.

Enter Contently. Weber's editors began using Contently software to manage editorial operations for select key customers—including editorial calendars, writer payments, content curation, and analytics. By tapping Contently's network of over 50,000 journalists, Weber was able to assemble an elite team of contributors with the industry-specific experience to make them a perfect fit for the unique needs of some of Weber's major clients.

### Solution

By working through Contently, Weber and Mediaco were able to produce a cutting-edge digital newsroom, working with over 100 writers to produce over 1,000 stories for some of the most recognizable brands in the world. Since the initial launch of Mediaco, Contently's relationship with Weber Shandwick continues to grow.

"There is a constant, open dialogue between us as we both look on how to advance these editorial operations. They want to know the nooks and crannies of each project so they can work with us to find the best solutions for our clients," said Kaufman.

## Results

8

client programs powered by Weber Shandwick and Contently in 2013–2014

100+

elite journalists actively contributing to projects

1,100+

articles published in 2014

## Examples of work



### What causes a tension headache?

The Excedrin Newsroom includes an extensive series of learning-focused content, featuring all the headache material Excedrin customers need to know.



### Hungry for healthier vision? Try these foods

As the world's leading provider of eyeglass lenses, Essilor provides educational content designed to promote healthier vision.



### Driving the District with GM

GM's "Drive the District" website locally tailored content focused on the environment, technology, travel and culture.

## Interested in working with us?

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