



WHITE PAPER

Why Framatome keeps coming back to SmartBrief

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To stay front of mind with nuclear power facility decision-makers, nuclear technology company Framatome attends industry events and advertises in electricity and utility publications. However, most digital and print publications are quite general. SmartBrief, a division of Future B2B, on the other hand, specializes in niche newsletters -- such as Nuclear SmartBrief -- with a mission to equip B2B marketers and influential professionals with the technology, content and data they need to connect and succeed. It consistently has strong reader engagement, as evidenced by open rates, click-through rates, empirical experience and reader interactions with advertisers.

"We see SmartBrief as the direct avenue to the audience that Framatome wants to reach. ... It's one of the best ways to connect with that audience that we've seen in the market," said Phillip Radcliffe, senior art director at Anstey Hodge. Radcliffe supports media planning and buying for Framatome.

While Framatome has advertised in the newsletter for years, the nuclear firm recently mixed things up by taking advantage of SmartBrief's turnkey programs and custom content expertise. Three Framatome campaigns show the type of performance that's possible with SmartBrief.



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Phillip Radcliffe

SENIOR ART DIRECTOR AT ANSTEY HODGE

CAMPAIGN 1

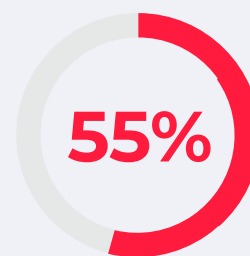
In November 2023, Framatome stuck with one of its favorite formats: the News 1 rectangular ad in the body of the brief that combines imagery, logo and text. It ran each Tuesday. SmartBrief recommends streams of advertisements to allow market penetration to grow over time.

RESULTS OF CAMPAIGN 1

Each week, the SmartBrief client-services team sent Framatome the job titles of readers who clicked on the advertisement. Radcliffe said the list always impresses.

"It's fantastic. That's one of the things we love about the metrics that we get. We can tell that we're connecting with exactly the right people within our audience," Radcliffe said. "We had the opportunity to talk directly to the decision-makers and influencers that we're trying to reach within the nuclear utilities. And we know we're reaching them because we're seeing those job titles."

The numbers were also impressive. The campaign had a click-through rate of 0.24%, which just surpassed the brief's News 1 benchmark. The ad impression rate was almost 55%.



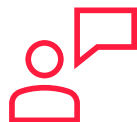
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CAMPAIGN 2

In March 2024, Framatome tested Above-the-Fold Takeover, which provides much more real estate than other SmartBrief advertising. ATF Takeover consists of a Billboard banner ad at the top of the brief and a half-page ad unit where a News 1 ad would normally run. The pair sandwiches the top news story, making it tough to ignore.

"I like all the ads. I definitely like the ATF best, simply from that exposure standpoint. You know, you just get so much exposure when somebody opens up" the brief, explained Radcliffe.

It's possible to design each ad with its own message, but SmartBrief recommends making it obvious they are a pair. The same colors and fonts are used, as well as similar messaging. SmartBrief's client success team suggests that advertisers include a logo. It's another branding opportunity and an additional clickable point from which readers can access advertisers' content.



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RESULTS OF CAMPAIGN 2

Featuring a nice, large image or GIF atop the brief masthead, the Billboard ad acts almost as an announcement for the News 1 half-page ad, which got the most attention. As part of an ATF Takeover, the News 1 ad is larger and can host a video.

"If we're going to make a video, we want to broadcast it in as many places ... as we possibly can," Radcliffe said.

The campaign's results were strong. While the CTR benchmark for an ATF Takeover in the brief varies between 0.35% and 0.50%, Framatome's ATF Takeover CTR was 1.01% – more than double the highest benchmark statistic. Many of those clicks were based on interest in the one-minute video.

CAMPAIGN 3

Less than two months later, Framatome wanted more ATF Takeovers. In May, Framatome ran ATFs each Tuesday. Early results show its message is resonating. The News 1 half-page ad again featured a short video. It also included a link to an infographic. Adding quality custom content is a popular way to increase interest.

BEST PRACTICES

As shown with Framatome, getting the best results involves trial and error. SmartBrief recommends that advertisers discuss with their SmartBrief team what messages they want to convey and the results they're looking to achieve.

"So the team that you guys have put together and the way that you guys have curated the audience, it just can't be beat," Radcliffe said.

"The SmartBrief team, they're incredible. ... Elizabeth [Kaufman] is just always very responsive and very supportive. Barbara [Ortiz] is always right on the money with reports. You know, I very rarely have to email in and say, 'Hey, can I get a report?' Because they're just in my inbox."

May 29, 2024

Nuclear SmartBrief

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TOP STORY

NRC: Holtec limited what former NPP workers could say



Indian Point Energy Center (Kena Balancour/Getty Images)

Holtec International required employees leaving the shuttered Indian Point nuclear power plant in 2022 and 2023 to agree they would not discuss safety issues with outsiders, according to a Nuclear Regulatory Commission investigation. Language in the severance agreement "restricts the employee from voluntarily testifying on behalf of the NRC in a matter adverse to Holtec (for example, in a matter involving a potential violation) and restricts the ability of the employee to engage in back-and-forth communications with the NRC without informing Holtec," according to the NRC.

Full Story: [The Journal News \(White Plains, N.Y.\) \(tiered subscription model\)](#) (5/29)

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