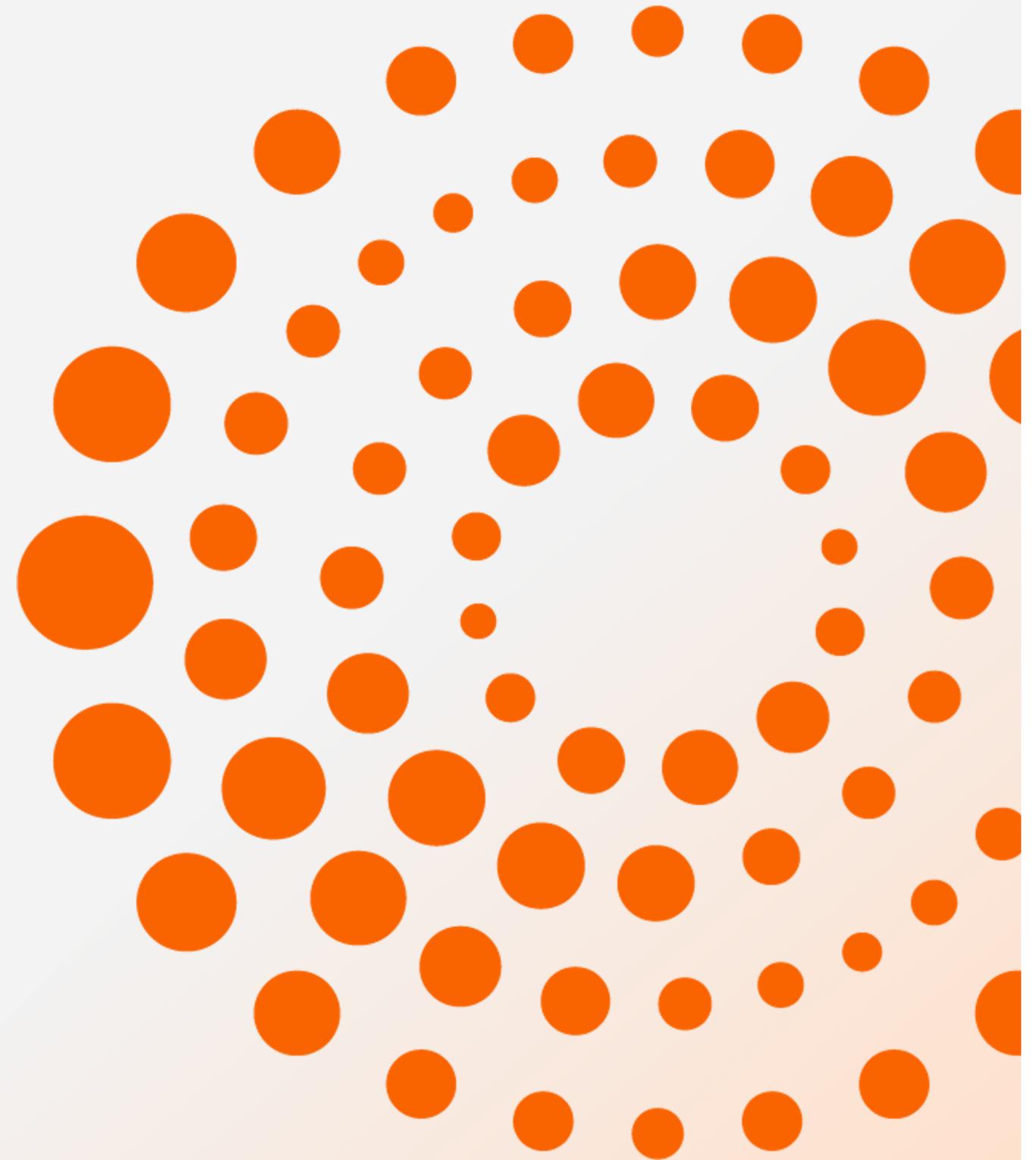


2020 THOMSON REUTERS

European Corporate Tax Managers Survey Report

The Client

The Thomson Reuters Institute is a **global provider of industry-leading insights**. The organization brings together people from across **legal, corporate, tax & accounting, and government** to ignite conversations, interpret industry events and trends, and provide guidance on the challenges and opportunities they face today.



The Challenge

Corporate tax managers, suddenly thrust into a remote working environment in 2020, faced a raft of challenges related to corporate tax, staffing, technology implementation, and supply chain issues. Thomson Reuters wanted to be the leading voice in this space, helping the **C-suite** as well as **corporate tax professionals** navigate major issues including **global trade wars, Brexit, and disruption to business** due to the COVID-19 pandemic.





The Solution

- We conducted a detailed workshop with **Thomson Reuters subject matter experts (SMEs)** to fully comprehend the target research area. We conducted a thorough whitespace analysis to create a tailored thought leadership program.
- The program provided a review of current market challenges, before building operational resilience, and examined whether future tax teams would be well-equipped to meet their objectives.



The Solution cont.

- After defining the research scope, we tapped into insights from **350** corporate tax managers across **9 countries** and **10 core sectors** to understand how they were adapting to industry challenges. **10 qualitative interviews** followed this to provide extra context to the thought leadership programme.
- We built a **flagship report** out of this research, and followed through by generating content for the report's initial activation, including **data-driven articles** published in the run-up to the launch, as well as directly following it.

The Results

This program has clocked more leads than any previous thought leadership program for Thomson Reuters:

400+

downloads

2X

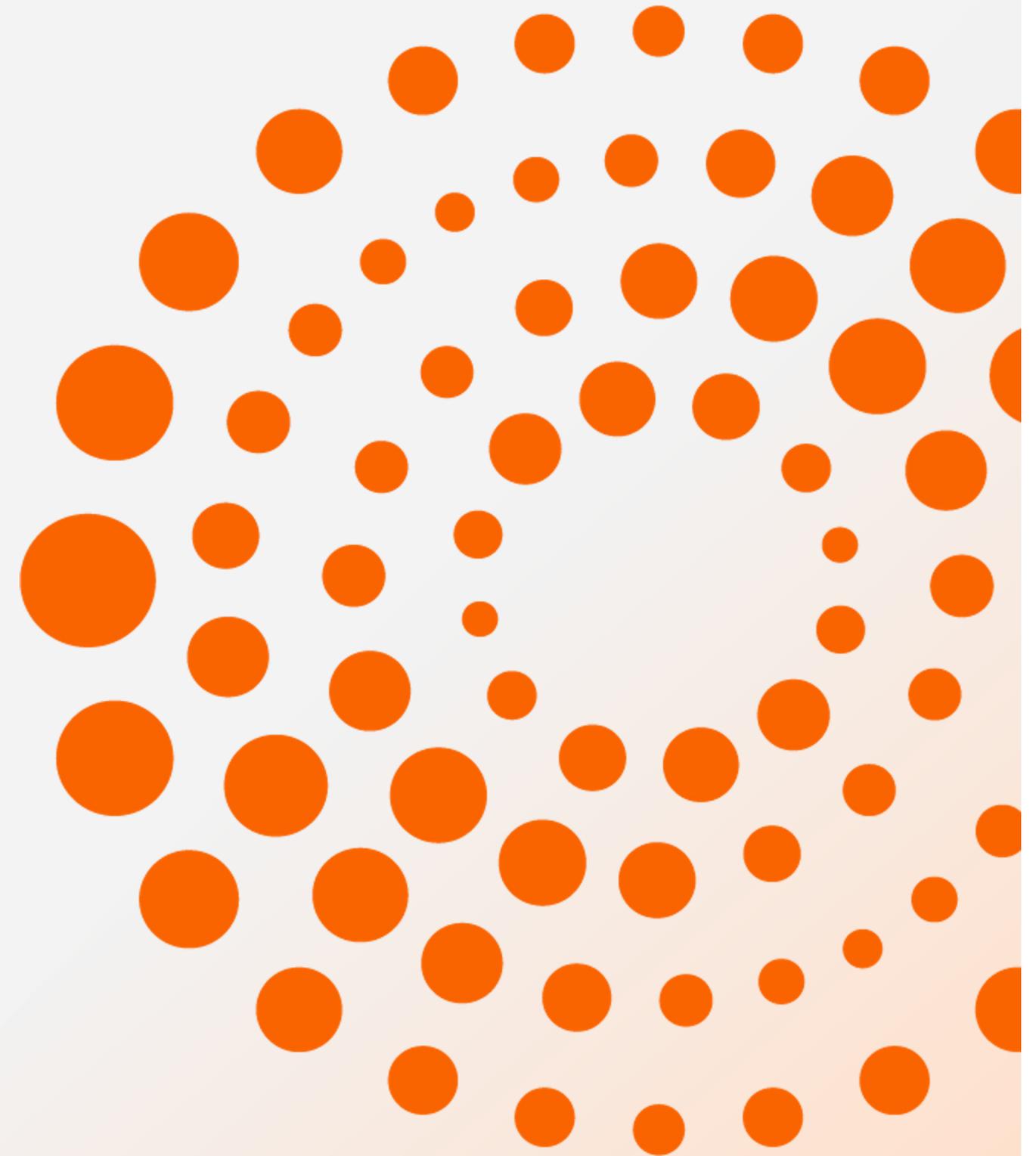
the performance of reports in the region

The piece has been picked up in local and global media including Forbes, and continues to go from strength to strength.



The Relationship

Our work with Thomson Reuters Institute has been recognised and appreciated across the SMEs in Thomson Reuters EU, US, and the EMEA, and led to further a collaboration between us and Thomson Reuters Australia, for an **end-to-end thought leadership project on global trade in Asia.**





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