Definitions of high value documents

Date	November 12th 2012
Reference	Definitions_of_high_value_documents.doc

1 Introduction

The aim of this document is to define different types of "high value documents". High value documents are more valuable to our readers, and when published through a lead generation campaign, they typically generate more leads than a standard product brochure.

2 Definitions of high value documents

2.1 Technical paper (also known as white paper)

A technical paper (also known as white paper) is an unbiased, detailed, technical or scientific essay on the use of a type of solution to resolve a given challenge.

Technical papers must obey strict guidelines. They should contain a detailed scientific, technical or business case, supported by data, graphs, figures and references.

Technical papers should always remain independent from any brand or company sponsorship. They should not be used to promote a specific product or company in the main body of the essay, otherwise the research will be perceived as tainted and biased. When this happens, the publisher's credibility is seriously affected in the eyes of the reader and all the benefit of the technical paper is completely lost.

However, technical papers should include a reference to the company that commissioned and/or wrote the paper. The reference should not be longer than a single paragraph and should appear at the very beginning or very end of the technical paper.

A corporate design and layout is widely accepted and encouraged. It should serve as the subtle link between the value of the research and the company that has brought it to light. Typically, this design would include a cover page with the company's name, logo and graphic design along with the title of the paper. Also, each page may contain a header and/or footer with reference to the company that published the paper.

WRBM reserves the right to refuse publication of a document under the title "technical paper" if its content does not comply with the above criteria.

2.2 Case study

A case study is a true account of how a company managed to resolve a challenge faced by one of their clients.

For a reader, a case study delivers full value only if the case is supported by detailed data. This background information should include calculations, drawings, budget, and schedule elements.

Case studies usually mention specific brands, trademarks and companies.

2.3 Clinical study

A clinical study (also known as clinical trial) is a research study designed to test the safety and/or effectiveness of drugs, devices, treatments, or preventive measures in humans. Clinical trials can usually be divided into four categories or "phases" (phases 1 to 4).

Clinical studies are often commissioned by organizations to certify claims made about their products.

Clinical studies can mention specific brands, trademarks and companies.

2.4 Research study

A research study outlines the results of experimentations using products on living or dead organisms (in-vivo versus in-vitro). These organisms can be plants, animals or human beings (in the case of human beings, they are also called clinical trials).

To qualify as a research study, the document must demonstrate the impact of a product on the health of subjects (human or animal). It should describe the results of a strict scientific research programme that can be reproduced.

The document will typically include graphs, schematic diagrams, data and figures to support the claim.

Research studies are often commissioned by organizations to certify claims made about their products.

Research studies can mention specific brands, trademarks and companies.

2.5 Application note

An application note is a document that provides a description of how to use a given product in a specific situation. They provide practical guidance for the use of a product applied in an unusual or innovative manner.

Application notes are found as attachments to Product Data sheets, or as separate documents.

Application notes refer to the use of specific products. Therefore they will mention brand names, trademarks and companies.

2.6 Insight guide (ATTENTION, Hospitality websites only)

Also called "How to Guides", Insight Guides are essentially recipes for business success in a certain area. The guide should address a specific business area that would be of relevance to the hospitality industry in some way and then show how this opportunity can be best seized upon. Examples include "Making the Most of Online Marketing", "Upselling Coffee" etc.

2.7 Business advice (ATTENTION, Hospitality websites only)

A lot of professionals in the hospitality industry have had no formal business schooling, so it's an industry that, on a whole, can benefit from key business advice and tips that may seem obvious to those from other industries. There are a range of suitable subjects here - from employment law/rights, to financing, organisation management, economics, licensing law etc.

2.8 Best practice (ATTENTION, Hospitality websites only)

Not dissimilar to a "white paper", but not necessarily as legislative. Best Practice guides give an A to B run through of how to achieve a specific goal in the most efficient and productive way. Often this could involve a series of tips – some could be ranked as being essential and range down to those that are "not essential but nice to have in place". An example of a Best Practice guide would be a "Guide to responsible drinking".

2.9   Data sheet

A data sheet is designed to provide essential facts and technical specifications about a product. In some respect it is the ID card of the product.

A broad range of details are mentioned such as the name of the manufacturer, the generic name of the product (when distributed under a brand name), safety and hazard warnings (MSDS - material safety data sheet), handling instructions and, in some cases, application notes for uncommon uses.

Data sheets combine descriptive paragraphs with tables of specifications, logos or certification organizations. Data sheets usually mention brands names, trademarks and companies.

The Data Sheet is not used to promote the product. It gives detailed specifications of a product prior to sales (when the buyer needs to ensure it corresponds to their needs) and post-sale (to ensure that the buyer knows how to use the product correctly).

2.10   Event programme (ATTENTION, Hospitality websites only)

An event programme is a commercial document aimed at introducing any type of industry gathering in further detail: date / location / insight of the event agenda / highlights / speaker presentation / themes to be covered / exhibitors list / who should attend description, etc. It may also contain a registration form (in print).

We consider an event to be: all industry gathering aiming either at educating (training course), facilitating collaboration or business (show, business meeting, partnering event, convention), or spreading knowledge (conference, symposium, congress, seminar).

Important Note: the Event Programme is NOT eligible for Commercial Alerts.

3   Definitions of other documents

Important Note: Product brochures, Product catalogues and Infographic are NOT eligible for Smart Lead.

3.1   Product Brochure

A product brochure is a document featuring a specific product or range of products for a company. It can be considered as a sales support tool, and is used mainly for advertising purposes.

It gives a general description, cites the advantages and benefits of a product or range of products, and clearly states the company brand and name. Its aim is to entice the client's interest and lead to a final purchase.

The main difference with the Product Presentation is the format (PDF document).

3.2   Product catalogue

A product catalogue is a document that lists a series of products / ranges of products for one company. Typically this will contain a large number of products and photos, and will provide only minimal detail for each product / product line. The catalogue will often also contain the company address and contact details.

This document type caters for the cosmetics packaging sector where packaging companies need to promote a large range of products (rather than just one product) and in a visually attractive manner. It is also useful for cosmetics manufacturing companies (our readers) who are looking for companies who can supply an extensive range of packaging types and designs.

3.3　Infographic

Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.

They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends.

The process of creating infographics can be referred to as data visualization, information design, or information architecture.

Infographics are commonly used to show graphs for statistical data.

Graphical displays should show the data, avoid distorting what the data have to say, present many numbers in a small space, encourage the eye to compare different pieces of data, eveal the data at several levels of detail, from a broad overview to the fine structure and serve a reasonably clear purpose: description, exploration, tabulation or decoration.