



Top 100 Global Innovators 2022

Guidance for public relations & marketing teams at Top 100 Global Innovator 2022 organizations

Hosted by Rebecca Krahenbuhl,
External Communications Manager
Feb 16, 2022

Agenda

1. Overview: What is the Top 100 Global Innovators list?
2. Methodology
3. Highlights from 2021: media & social coverage
4. PR & marketing resources for Top 100 Global Innovators 2022
5. Additional opportunities
6. Q&A

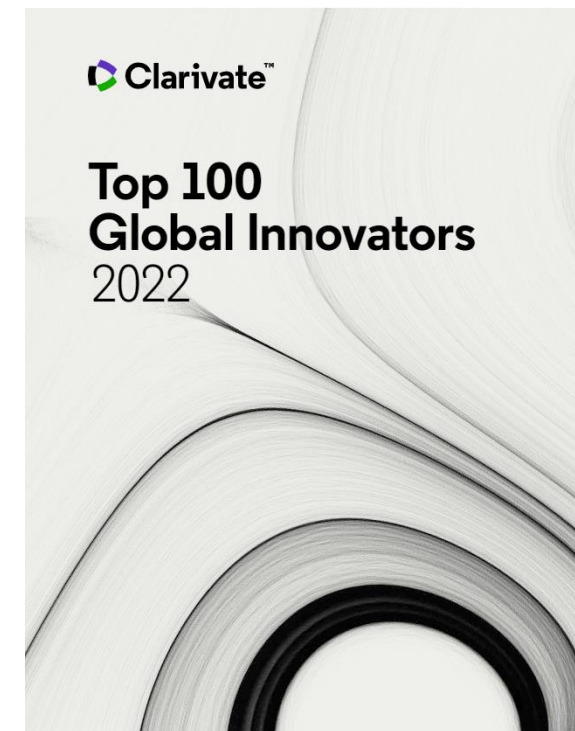
Speakers:

Ed White, Chief Analyst and VP of IP and Innovation Research

Rebecca Krahenbuhl, External Communications Manager

What is the Top 100 Global Innovators list?

- Top 100 Global Innovators 2022 from Clarivate recognizes the organizations that demonstrate consistent, above-the-bar innovation excellence and which sit at the very top of the global innovation ecosystem.
- Every year since 2012, Clarivate has celebrated the world's innovators in all their forms and flavors with our Top 100 Global Innovators list and corresponding report/analysis.
- As global ideation patterns change and the way they are measured evolves, the composition of the Top 100 Global Innovators list changes too. This year we introduce a **new methodology** – a model of excellence calculation focused on exceptional consistency and scale in innovativeness, where all ideas compete equally.
- There is no ranking within the Top 100 Global Innovators list – recipients are listed alphabetically.



Who curates the Top 100 Global Innovators?

2012

Inaugural Top 100 Global Innovators 2011/2012 from Thomson Reuters



2017

Clarivate Analytics Top 100 Global Innovators 2016



2019

Derwent Top 100 Global Innovators 2018/2019



2020

Derwent Top 100 Global Innovators 2020



2021

Top 100 Global Innovators 2021 from Clarivate (10-year anniversary)



2022

Top 100 Global Innovators 2022 from Clarivate (New methodology)



New methodology for 2022

Refreshed excellence calculation uses a twin track approach to evaluation:

First track: qualifying as global

We identify innovating organizations that pass qualification criteria based on **volume** of inventive activity:

- 500 published inventions since 2000
- 100 granted inventions in the 2022 5-year evaluation window
- We then compare innovators based on the proportion and level of international inventions (ideas patented in more than one country or region), creating an **international innovator weighting factor**.

Second track: baselining each idea

We evaluate all inventions in the Derwent World Patents Index™ (DWPI™), and score them on four factors:

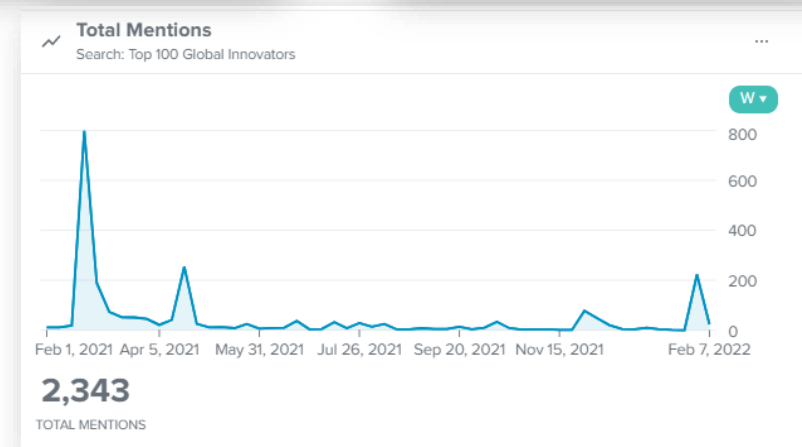
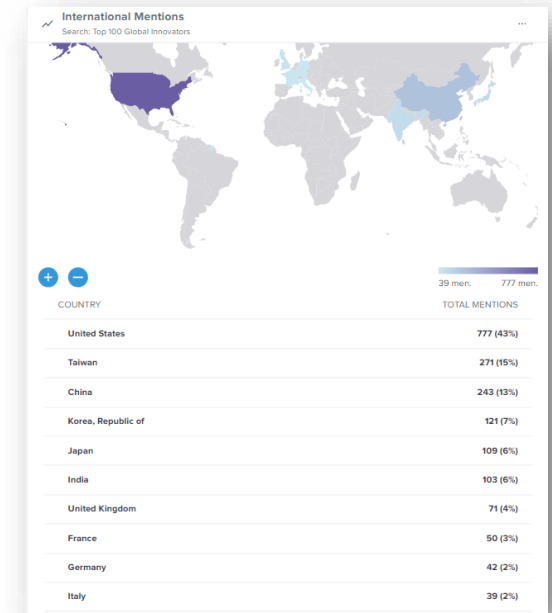
- INFLUENCE
- SUCCESS
- GLOBALIZATION
- TECHNICAL DISTINCTIVENESS

Each invention returns a Derwent Strength Index based on these four factors, compared directly to all other patented ideas.

Innovators are ranked based on the Derwent Strength Index of the invention in the middle of their activity over the last five years (the median average, the value separating the top performing half of their inventions from the bottom half), weighted by the global innovator factor.

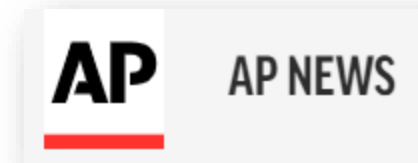
Top 100 Global Innovators 2021 - earned media coverage

- Campaign experienced peak visibility at launch with 800 pieces of earned media coverage on launch day
- Sustained global media coverage throughout the year, both of the Top 100 Global Innovators program and recipient organizations
- Top 100 Global Innovators 2021 has achieved more than 2,300 pieces of coverage since launch last February



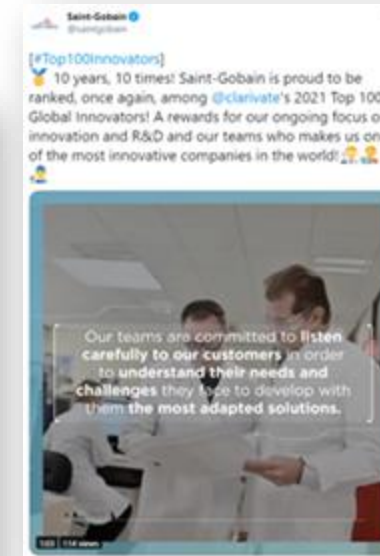
Top 100 Global Innovators 2021: earned media coverage

- **World IP Review:** <https://www.worldipreview.com/news/arm-becomes-first-uk-global-innovators-company-clarivate-21073>
- **Life Sciences IP Review:** <https://www.lifesciencesipreview.com/news/covid-19-spurs-medical-and-pharma-rise-in-top-100-global-innovators-report-4374>
- **The Patent Lawyer Magazine:** <https://patentlawyermagazine.com/10th-edition-of-clarivate-top-100-global-innovators-report-celebrates-innovation-excellence-and-quantifies-economic-value-of-ideation-feb-23-2021/>
- **About Pharma:** <https://www.aboutpharma.com/blog/2021/02/24/top-100-global-innovators-2021-le-aziende-farma-e-medical-device-in-classifica/>
- **El Derecho (Spain):** <https://elderecho.com/top-100-global-innovators-2021-clarivate>
- **China News Agency:** <http://www.chinanews.com/cj/2021/02-23/9417477.shtml>
- **Sankei Biz (Japan):** <http://www.sankeibiz.jp/business/news/210224/prl2102241316141-n1.htm>
- **Central News Agency (Taiwan):** <https://www.cna.com.tw/news/afe/202102240115.aspx>



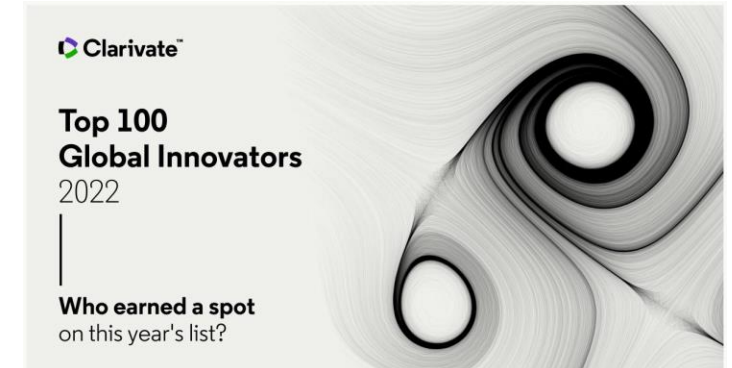
Social media: #Top100Innovators 2021 highlights

- Many of the most influential companies on our list utilized the graphics provided in the media toolkit
- We amplified individual company posts and used them to create bespoke content for Clarivate social accounts



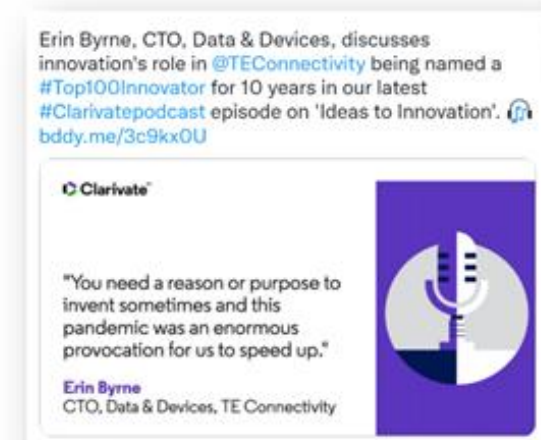
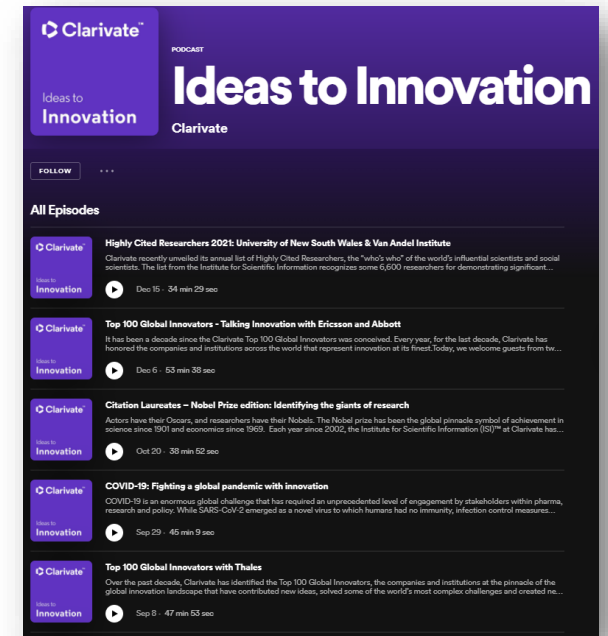
PR & marketing resources for Top 100 Global Innovators 2022

- Media toolkit including:
 - Digital ribbons
 - Template press release
 - Clarivate branding and social guidelines
 - All available for download online
- Comms guidance webinar (recording will be available online)
- All Top 100 Global Innovators 2022 communications are **under embargo until 8am GMT/London, February 23, 2022**



Additional opportunities for companies on this year's Top 100 Global Innovators list

- Participate in Top 100 themed **podcast** episodes for our Ideas to Innovation channel
 - Social media guidance and assets provided for guests and their comms teams to cross-promote
- Provide **soundbites** to feature on social media and press materials
- Write **joint byline** articles with Clarivate experts (placements secured by Clarivate)
- Please [get in touch](#) to express interest





Any questions?

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