

Category 12

Best Campaign Targeting Skilled Trades

OSCAR
acoustics

Summary

Oscar Acoustics set out to investigate the state of play within the industrial sector. Partnering with The Think Tank, Oscar Acoustics launched a campaign 'Silence the Noise', investigating the "silent threat", noise pollution and the current neglect that surrounds workplaces within the industrial sector – whilst setting out to build rapport with a new audience group.

The ongoing campaign has since presented 32 marketing-qualified leads with 40% attributed to PR activity, along with 133 clicks to the official Whitepaper.

Results

32

**Marketing-
Qualified
Leads**

133

**Clicks to
Whitepaper**

11

**Press
Articles**

204k +

Impressions



A Architecture
Today

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