

Best Campaign Targeting Skilled Trades



There are 260,000 electricians in the UK and every one of them has the opportunity to choose Prysmian electrical cable. This campaign sets out to remind them why they should. Again and again.

A dizzying mix of video, animation, blogs and influencer marketing combined to produce an explosion in visibility with video views counted in millions.

Repeating the message without being boring needs creativity, ingenuity and huge variety.

Influencers

8 million video views over **5 influencers**

- @tfselectrical
- @omelectrical_
- @kimmythesparks
- @cjrelectrical
- @bristolsparky

TikTok

2.2 million video views from **organic content**

100% or **0%** Any other cable

Now this is how you strip a cable

Is environmental sustainability on your mind? Tell us how it affects your purchasing decisions below.

How does the need to be more energy efficient affect your decision when purchasing cables?

Getting power to an outbuilding

To get power to an outbuilding, the recommended option is to install steel wire armoured cable and connect it to the main building.

META

Cost per web click Cost per video view

↓ 79% **↓ 85%**