## Leading the Charge in Modern Methods of Construction

#### Campaign dates: 03/10/2023 - 28/11/2023

#### Lead creative

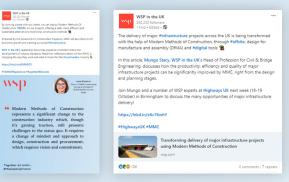
#### **Objectives:**

To establish WSP as the consultant of choice and support the transformation of the the construction industry with Modern Methods of Construction (MMC), we created messaging and content which showcases our thought leaders, exemplar projects and benefits of MMC.

#### **Audiences:**

Decision-makers at organisation and project level across the following organisation types - Developers, Contractors, Architects, Infrastructure Promoters, Central/Local Government and Investors.

#### **Examples of** execution:





# wsp

Together we create... safer, more efficient and sustainable outcomes with Modern Methods of Construction Transforming the industry with actionable innovation Enhancing productivity performance with digital

Facilitating organisational change and unlocking investment with strategic advisory

Discover more at wsp.com/modern-methods-of-construction-uk Want to play a part in transforming the construction industry? With us, you can — visit wsp.com/careers



### wsp Together we create ... safer, more efficient and sustainable outcomes w Modern Methods of Construction

today's landscape, the pressure is greater than ever for enhanced cor r buildings and infrastructure. We're grappling with issues like labour a reased material costs, the push for net zero targets, and unchanging To overcome these challenges, we need to change how we traditionally do things. We need Modern Methods of Construction (MMC).

tch our video to find out how WSP is collaborating with clients and supply cha

#### **Campaign results**





#### LinkedIn

33,932 impressions, 8,084 video views, 263 engagements, 97 clicks to website

#### Google pay per click

27,890 impressions, 5,074 clicks exceptional 18.19% Click Through Rate





**1 enquiry from MMC manufacturer** requesting product certification

total views are up 483% (from previous time-period)



## Average time on page 2min 12s

11.6% bounce rate

## **Campaign** impact

2024 vs 2023 Brand Awareness Metrics growth for digital and innovation solutions. The percentage figures represent the proportion of recipients who rated the statements as 9 or 10 out of 10 in accurately describing WSP and its competitors.

