

Best Professional Services Marketing Campaign



Leading the Charge in Modern Methods of Construction

Campaign dates: 03/10/2023 – 28/11/2023

Lead creative

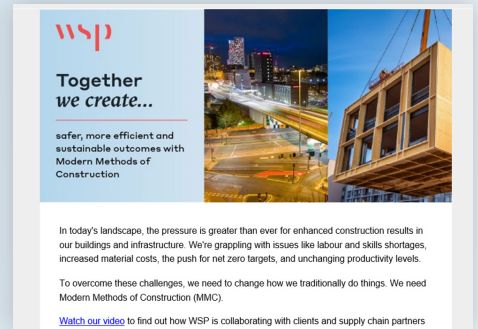
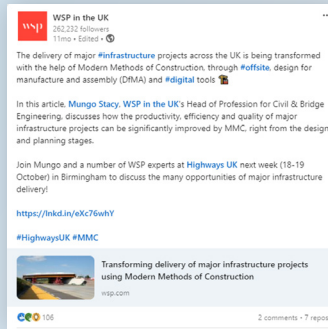
Objectives:

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:



Campaign results



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



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)
- unique visitors are up by 306.4%** (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.

