

# Refresh.

Communications that deliver.

## Best use of research and insight.

### Watco x Refresh

#### Objectives:

To increase awareness of Watco's data insights and expertise with key audiences, through engaging and educational content, helping to overcome industry challenges.

#### The approach:

Examining the details of facilities managers biggest challenges today with a brand-new piece of research. Delivered to facilities managers via a varied mix of easy-to-absorb educational content. Insights were incorporated in many content types, to engage and empower facilities managers wherever they were searching for support.

"The campaign captured the essence of our full service offering, combining insightful comment with practical recommendations and actionable advice – founded on a genuine understanding of the challenges, threats and opportunities facing FMs today."

Lisa O'Neill

Group Marketing Director, Watco



18

Tailored Eshots

61

Brand mentions

16

Pieces of content created

45

Backlinks

12,841

Click throughs

8

Thought leadership pieces

watco®

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