

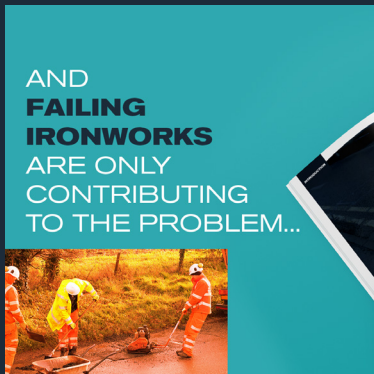
DRIVING LEADS WITH CONTENT MARKETING

POTHOLES MORE THAN A SURFACE ISSUE WHITE PAPER

“LAST YEAR, ONE POTHOLE WAS FILLED-IN THE EQUIVALENT OF EVERY 22 SECONDS, AT A COST OF £93.7M.”^[1]



AND FAILING IRONWORKS ARE ONLY CONTRIBUTING TO THE PROBLEM...



DOWNLOAD THE FREE REPORT



POTHOLES MORE THAN A SURFACE ISSUE

HELPING LOCAL AUTHORITIES FIND SOLUTIONS TO THE UK'S POTHOLE PROBLEM



[1] AIA Annual Local Authority Road Maintenance Survey Report 2023

Helping to address the country's pothole issue. We raised awareness on the root causes rather than temporary fixes with the aim to increase sales of our Unite range and foster partnerships with local authorities.

The initiative centred on a white paper, "More Than a Surface Issue: Helping Local Authorities Find Solutions to the UK's Pothole Problem," which explores the link between poor ironwork and potholes.

By leveraging recent research, Wrekin positioned itself as a leader in durable road solutions, measuring the campaign's impact through downloads, sales, media coverage, and social media engagement.

950K
campaign reach

45K
social media impressions

25%
sales growth

5
on-site trials



Looking for innovative solutions to your pothole problem?

DOWNLOAD OUR WHITE PAPER NOW

WREKIN'S REPORT LINKS FAILING IRONWORK TO POTHOLES

Potholes are more than a surface issue

WITH COMBINED INSIGHT FROM Icrig, Gaist, WREKIN, Derby City Council