## Construction Marketing Awards 2024

# Best Big Budget Campaign (£50k+)



Zentia's Oplia campaign was designed to rename our Perla product family to Oplia without confusing the market and to highlight its range of acoustic and aesthetic qualities.



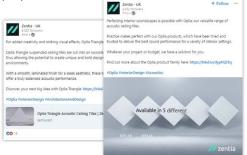
## PPC (Google Ads): Search and Display Ads

Targeting previous product names, new brand searches and web-specific targeting.

Google	zerta ocia 🛛 🗙 🐇		9
	All Images Videos Shopping News Maps Web I More		Tools
	About 2.370 results (0.27 seconds)		
	Sponsored		
	Zenna https://www.zenna.com ii		
	The Oplia Family Range   Zentia		
	Optila Delling Titos - Formany Known as Parla Celling Titos. Contemporary Celling Titos for Open Piter-Areas, Piesióle Spaces and Pinvate Offices, Doursional the Datasheet, Centert Us		
	Oplia hA dB Celling Tile	,	
	Class A pound absorption racing in a smooth laminated finish		
	Oplia hA Ceiling Tile	>	
	Class A sound absorption racing subble for ISIC 5 clean mome		
	Oplia Triangle	>	
	Truly belanced acoustic performance with a striking & impactive style		
	Oplia dB Celling Tile	>	
	Enhanced sound alternation of 41dD when privacy is the main priority		
	Suspended ceiling files	>	
	Outstanding acoustic performance Previously known as Perla		

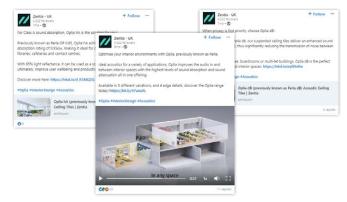
# Organic Social

Phased approach focusing on new shapes and acoustic properties



#### LinkedIn

Organic and boosted posts targeting specific job titles



#### **Creative Materials**

Created 3D diorama and Revit models to NBS standards





75% video view rate on LinkedIn



**8,884** clicks to Oplia landing page



**6** revit models created



**26,000** impressions generated from search campaign



245k reach from press releases created