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.



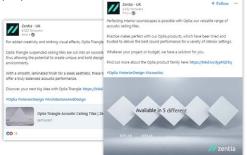
PPC (Google Ads): Search and Display Ads

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 | | |

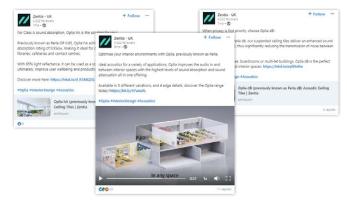
Organic Social

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