

Category 3

Best use of Press & Public Relations

BauWatch

Summary

BauWatch UK partnered with The Think Tank to address the surge in construction site theft in late 2023. Through a data-driven PR campaign 'Construction theft - what's the real cost?', we conducted a sector-wide survey revealing that 70% of construction workers witness theft annually. The resulting 'Unseen Threats: 2024 Construction Crime Index' positioned BauWatch as an industry authority, leading to 47 press mentions, 91 whitepaper downloads (182% over target) and 66 high-quality leads. The campaign significantly boosted BauWatch's market presence and brand visibility.

Results

47

Press Mentions

66

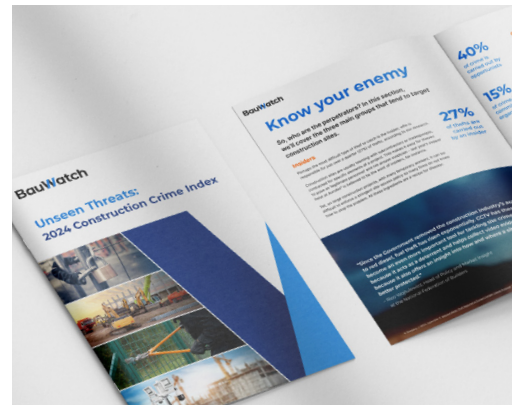
Marketing-Qualified Leads

91

Whitepaper Downloads

4.1m

Audience Reach



New Civil Engineer

sourceSecurity.com
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CONSTRUCTION
europe

FIX RADIO
THE BUILDERS STATION

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