

Naylor MetroDrain Launch

With rising demand for sustainable construction, Naylor launched MetroDrain LC, a low-carbon drainage solution that reduces emissions by 48%. SLG Agency developed a campaign to highlight MetroDrain LC's sustainability and position Naylor as an innovation leader.

The 'Less Carbon. More Sustainable' campaign, featuring CGI visuals and a carbon calculator, was promoted via paid social and search ads, reaching over 193,000 construction professionals. With a 7.2% CTR and 15,990+ clicks, the campaign successfully drove traffic to a landing page where users explored the product's benefits.

193,139

impressions
generated across
the campaign.

15,990

link clicks,
demonstrating
significant
engagement.

7.2%

click-through rate,
well above the
industry average
of 2.44%.

£0.40

average cost per
click, showcasing
cost efficiency.

