

# Best Social Media Campaign



There are 260,000 electricians in the UK and every one of them has the opportunity to choose Prysmian electrical cable. This campaign sets out to remind them why they should. Again and again.

Repeating the message without being boring needs creativity, ingenuity and huge variety.

A dizzying mix of video, animation, blogs and influencer marketing combined to produce an explosion in visibility with video views counted in millions.

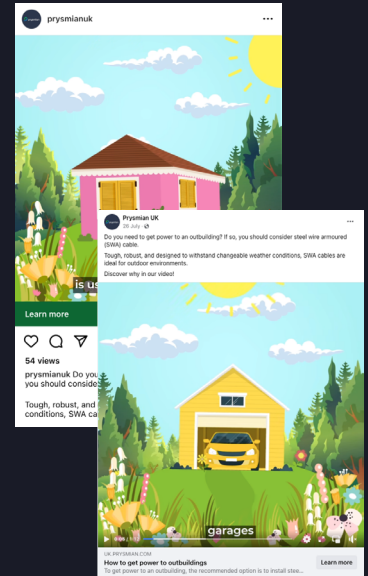
## META

Cost per web click

↓ 79%

Cost per video view

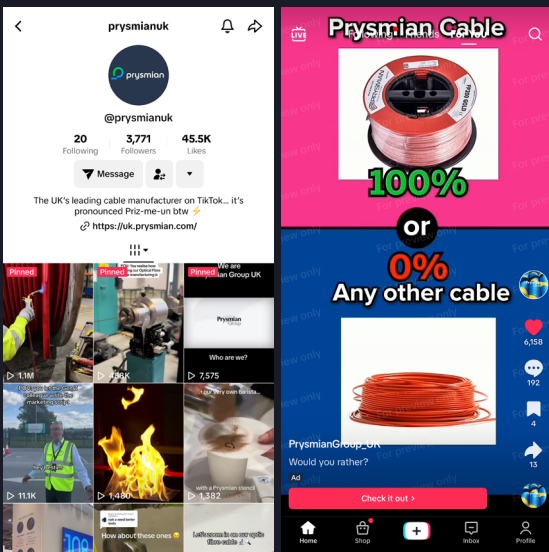
↓ 85%



## TikTok

# 2.2 million

video views from **organic content**



## Influencers

# 8 million

video views over **5 influencers**

