

Bringing clarity to construction: The Knauf Golden Thread Campaign.

The challenge.

Following the Grenfell tragedy, new measures were brought in under the new Building Safety Act 2022 that required many construction projects to adopt stringent new practices.

The essence of this change was instituting what became known as the 'golden thread', to track and record every decision on a project, requiring a substantial readjustment. Through bespoke research we uncovered that this change was the cause of industry-wide confusion.

The insight.

This is the biggest regulatory change in construction for over 50 years – yet there has been confusion and a lack of clarity around how to plan for this change and what it means for individuals and business along the chain of design through to build. For Knauf this provided an unmistakable opportunity: to take the lead as the competent, trusted partner that specifiers and contractors need as they navigate the change.

Knauf's Planner Suite – System Finder is a digital design tool for architects and designers that not only allows them to create full specs but crucially, provides all the technical and safety information required to meet their responsibilities under the digital 'golden thread'.

The creative.

Why didn't we just promote Planner Suite – System Finder? Because that would go straight to the solution when much of the audience didn't understand the problem. Secondly, because we'd only be talking to that 5% who are in the market right now. And thirdly because a longer, educational campaign allowed us to demonstrate genuine leadership and expertise, building trust in the Knauf brand among a much wider base.

Our campaign took a three-stage approach across 12 weeks. We began by doing a research piece with architects and contractors published as an industry survey. This outlined how serious an issue following the new legal framework is. Then followed with a thought leadership piece – a White Paper providing valuable insight with access to advice and support from Knauf. Finally, with the problem clearly defined and attention gained, we presented the benefits of Planner Suite – System Finder as the much-needed solution.

Results.

From a total investment, including media, of £60k we created a potential new business pipeline of £85million. And one very happy client.

Whitepaper Cover: THE GOLDEN THREAD. BUILDING SAFETY ACT: REGULATION, LIABILITY AND THE MANUFACTURER. SEPTEMBER 2023.

Whitepaper Content: THE GOLDEN THREAD: REGULATION, LIABILITY AND THE MANUFACTURER. The Building Safety Act 2022 will impact everyone working in the construction sector. So, as industry leaders, we've researched and written a whitepaper, designed to provide you with an overview of the Golden Thread and explain why manufacturers need to be focussed on helping architects and contractors manage compliance.

Bar Chart: Shows confidence levels from 2020 to 2023. Legend: VERY CONFIDENT (blue), CONFIDENT (orange), NOT AT ALL CONFIDENT (grey).

Year	Very Confident	Confident	Not at all Confident
2020	Low	Medium	High
2021	Medium	High	Low
2022	High	Medium	Low
2023	Very High	Medium	Low

Smartphone Post: Knauf UK & Ireland. 19,374 followers. Promoted. We produced a guide to the Building Safety Act - ahead of the latest changes coming into force in October. It's essential reading for specifiers and contractors in all sectors, covering:

- ✓ The fundamentals of the Act
- ✓ Defining competency
- ✓ The challenge of combining products
- ✓ What Knauf are doing to support the industry

 THE GOLDEN THREAD. BUILDING SAFETY ACT – ARE YOU READY? DOWNLOAD NOW.

Whitepaper Download: DOWNLOAD THE WHITEPAPER