

# Refresh.

Communications that deliver.

## Best thought leadership campaign.

Watco x Refresh

### Objectives:

To help cement Watco's position with facilities managers as a thought leader and trusted source of problem solving expertise, through engaging and digestible content.

### The approach:

Developing and sharing a wide variety of content with FMs in Watco's core audience and those from adjacent sectors with less familiarity with the brand, to provide easy, actionable recommendations that ease common challenges. Tailoring the content type to the channel for maximum impact, such as short-form, easy to action tips via eShots and more detailed examination of challenges and approaches in thought leadership features in our audience's key publications.

"The campaign captured the essence of our full service offering, combining insightful comment with practical recommendations and actionable advice – founded on a genuine understanding of the challenges, threats and opportunities facing FMs today."

Lisa O'Neill

Group Marketing Director, Watco



18

Tailored Eshots

61

Brand mentions

16

Owned content created

45

Backlinks

12,841

Click throughs

8

Thought leadership pieces

watco®

Best thought leadership campaign

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