

# Because it's your job to know

Quelfire, a leading firestopping solutions manufacturer, set out to raise awareness among Tier 1 contractors, firestopping contractors and architects while reinforcing its role as a thought leader. Against the backdrop of the Building Safety Act and Grenfell Inquiry, SLG Agency conducted competitor analysis and stakeholder interviews to uncover sector frustrations with responsiveness, education, testing standards and sustainability.

From these insights, SLG developed the concept 'Because it's Your Job to Know', a challenger brand position that placed responsibility for fire safety with the audience while showcasing Quelfire's expertise and testing credentials. Rolled out across white papers, CPD resources, digital and trade media, the campaign delivered a distinctive platform that continues to drive engagement.

**1,650+**

white paper  
downloads (750%  
above target)

**28**

CPD sessions  
booked (vs 10 target)

**170**

high-intent  
conversions at  
£38.91 each

**540.8%**

year-on-year  
increase in  
conversions

