

BEST LOW BUDGET (UNDER £50K)



Campaign Name: 'Behind the Brass'

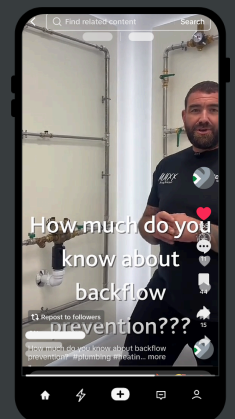
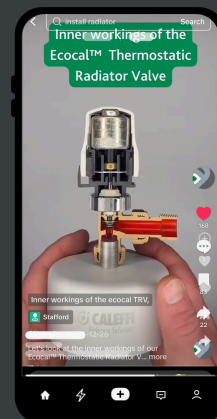
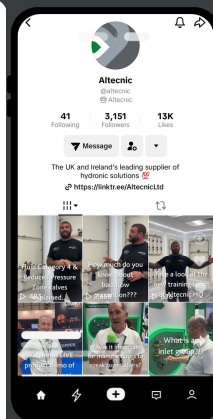
Organisation: Altecnic Ltd

Objectives:

- Educate installers with clear, accessible technical knowledge
- Build trust by showing the inner workings of valves and systems
- Provide updates on legislation, compliance & accreditations
- Engage a younger installer audience active on TikTok
- Deliver impact on a modest budget

Creative Approach:

- Short-form technical explainers & product demos
- Problem-solving content driven by FAQs & keywords
- Authentic, in-house filming with experts
- Selective paid promotion to amplify key videos
- Repurposed content across YouTube & Instagram



KEY PERFORMANCE METRICS (15 MONTHS)

Metric

Achieved

Impressions

1,203,818

CPM

£2.99

Tik Tok Followers

3.1K+ (from 0)

- Channel built into a trusted knowledge hub
- Content supported sales teams and training activity

Why it worked:

- Authentic content that installers trusted
- Every pound worked hard with a total spend under £4K
- Strong ROI: niche audience, big impact
- Reinforced Altecnic's reputation as a knowledge-led, transparent brand