

Category 11

Best Campaign £50k - £150k



Nothing but **HEAVY DUTY.**[™]

Milwaukee Tool, renowned for professional-grade power tools and equipment, needed to transform its brand perception across Europe. Working with The Think Tank, the challenge was to shift Milwaukee's image from product manufacturer to solutions provider addressing construction's sustainability, safety and productivity challenges.

The Think Tank developed a centralised three-year PR strategy, "The Power to Protect," built on four pillars: standardised content bank, simultaneous distribution across eight European territories, tactical PR & media strategy, and an adaptable press office model.

The cornerstone was the "Building a Safer Future" whitepaper - Europe-wide research with 3,200 construction professionals across 14 countries revealing that construction accounts for 1 in 5 EU workplace fatalities, with 92% of workers wanting to transition to battery-powered tools.

Results

410
Press
Mentions

11.5M
Audience
Reach

128%
Above
Target

100%
Earned
Coverage



New Civil Engineer

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THE BUILDERS STATION

CONSTRUCTION UK
MAGAZINE

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