

# Because it's your job to know

Faced with tighter budgets and a changing regulatory landscape, Quelfire needed to stand out as the trusted voice in firestopping. SLG grounded its approach in stakeholder interviews with Tier 1 contractors, firestopping specialists and architects, uncovering recurring themes of responsiveness, education, testing and sustainability.

The resulting concept, 'Because it's Your Job to Know', positioned Quelfire as the brand that not only provides solutions but educates the industry on its responsibilities. Anchored by a white paper on early engagement, the campaign combined compelling gated content with multi-channel digital activation across LinkedIn, Google, trade media and email.

The campaign transformed a £120k budget into measurable impact. It delivered downloads, CPD bookings and high-intent actions far beyond target, establishing Quelfire as a challenger brand and thought leader while proving exceptional value for money.

**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

