

# Decarbonize Without Compromise

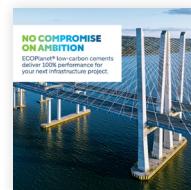
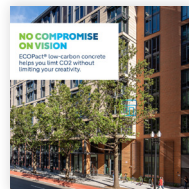
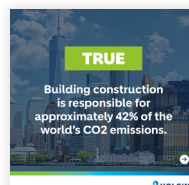
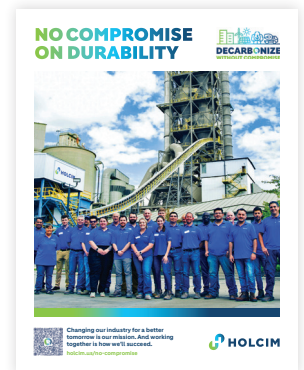
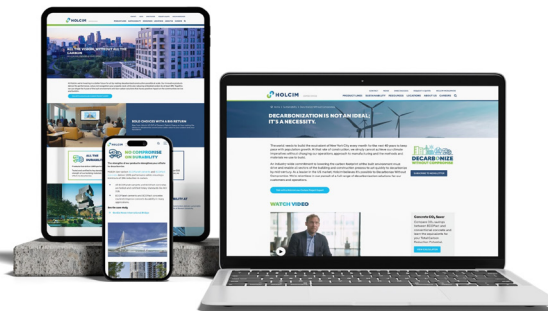
How do you get owners and architects to think differently about low-carbon construction? By getting them to rethink everything they've learned about the role cement and concrete can play in reducing the carbon content of their projects.

**2.5X**  
industry average  
CTR on display ads

**34%**  
lift in LinkedIn  
conversion rate

**100**  
Architect and  
Engineering leads  
in 90 days (phase 3)

**Engaged skeptical architects, owners and builders** in conversation about a sustainable future built with low-carbon concrete



**“This campaign gave us a new way to reach new stakeholders — and based on the results we saw, it worked.”**

MEREDITH CASTRO  
U.S. MARKETING LEAD, HOLCIM