

## Category 6

# Best Use of Research & Insight

**OSCAR**  
acoustics

## Summary

Oscar Acoustics, a leader in architectural acoustic solutions, aimed to address the growing challenge of office noise affecting productivity and wellbeing in the return-to-office era. The Think Tank developed a comprehensive research-driven campaign combining a quantitative survey of 2,000 UK office workers with qualitative expert roundtable insights. This two-pronged approach generated authoritative data on workplace acoustics, creating thought leadership content that positioned Oscar Acoustics as the definitive voice on acoustic solutions. The campaign delivered exceptional results across digital channels and media coverage.

## Results

**203,418**  
LinkedIn  
Impressions

**3.54M**  
Reach

**137**  
Total Leads  
Generated

**30+**  
Media  
Clippings



**RIBA**  
The RIBA Journal

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