

Research. Because it's your job to know

Quelfire, a leading firestopping solutions manufacturer, needed to cut through confusion around fire safety regulations and strengthen its position as a trusted voice in the sector. SLG Agency placed customer research at the core of the campaign, conducting in-depth interviews with Tier 1 contractors, firestopping contractors and architects.

The research uncovered four consistent themes: poor responsiveness, a lack of clarity in education, the need for deeper communication around testing, and rising sustainability pressures. These insights highlighted how Quelfire could stand apart as a responsive, knowledgeable and ethical partner.

From this, SLG created the 'Because it's Your Job to Know' platform, positioning Quelfire as both educator and challenger brand. Rolled out through a flagship white paper, CPD sessions and targeted multi-channel activity, the campaign gave Quelfire a credible narrative rooted in genuine customer insight.

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

