

## Category 8

# Best use of Press and Public Relations



## Summary

DBR Limited needed to elevate the profile of conservation work and inspire young people to pursue heritage craft careers. The challenge was generating awareness of their new craft skills education centre whilst attracting students, educational partners and conservation clients. With a critical skills shortage in the heritage sector, DBR required strategic positioning as the definitive authority on craft skills preservation. The Think Tank delivered a targeted one-month PR campaign leveraging DBR's "Making sure the past has a future" messaging, emphasising their unique dual-purpose facility combining training with real-world conservation work. Strategic media targeting secured coverage from BBC Online, BBC Radio Sussex, and extensive trade publication features.

## Results

12

Tier 1 media pieces

200%

KPI target exceeded

2

National media pieces

100%

Positive coverage

## Featured Publications:

BBC  
ONLINE

BBC RADIO  
SUSSEX

Professional  
BUILDER

ROOFING  
TODAY

CONSTRUCTION UK  
MAGAZINE

SPECIFIER  
REVIEW

WEBSITE • TABLET • MOBILE • MAGAZINE  
theconstructionindex  
THE Construction Search Engine

CONSTRUCTION BUZZ  
ROLLING DAILY NEWS, TAILORED FOR YOU

## Summary:

- Comprehensive educational offerings (NVQ training, taster days, CPD seminars)
- DBR's commitment to addressing the skills gap
- Unique dual-purpose facility combining training and working conservation
- Heritage craft skills preservation messaging
- Traditional building techniques expertise

We are **Born to B2B**

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