

Best Use of Press & Public Relations



Summary

With the UK facing a retrofit crisis in its ageing building stock, BSRIA launched a strategic PR campaign to position it as the definitive voice in building performance. The campaign was built on original research, surveying consumers and professionals to create a data-driven narrative on the nation's 'retrofit confidence gap'. This authoritative insight fuelled a multi-channel strategy of press releases, thought leadership and a flagship industry event, positioning BSRIA as the go-to expert for media and industry and delivering exceptional results.

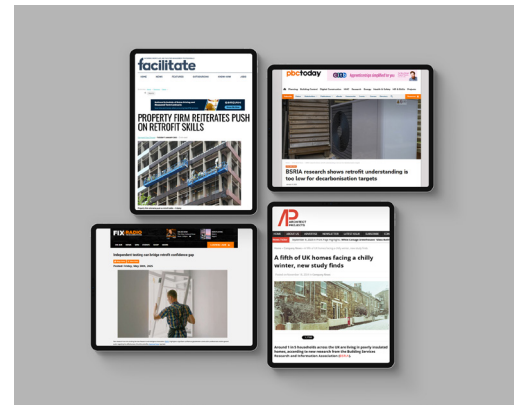
Results

64+
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Clippings

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Reach

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