

CMA Awards 2025

Best use of Press and Public Relations - LMC



Transforming data into headlines



LMC's objective was to position construction industry analyst Barbour ABI as an authoritative, trusted data provider in national and regional media.

The strategy centred on transforming Barbour ABI's data into engaging editorial content, combining data analysis, media monitoring, and a rapid response workflow for breaking news.

"This was a very high-profile story for construction and the fact that LMC was able to deliver this quality and volume of coverage for Barbour ABI's data was hugely impressive."

"The media relationships they develop on our behalf, strategic insights and advice they offer is exemplary. I cannot speak highly enough of their professionalism and what they have delivered for us this year."

Kate Perrin, Group Marketing Director, Barbour ABI

14.1m

online coverage views (683% increase)

1,818

comments on the BBC News article

7

broadcast mentions

35

national and regional publications covered

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