



DUST TO DUST

Every year, 12,000 deaths in the UK are attributed to lung diseases like COPD, silicosis and non-asbestos-related lung cancer. Dust exposure is one of the leading causes of these preventable deaths. And over a 40-year career, a construction worker without adequate dust extraction runs the risk of inhaling 1.28 pints of respirable dust.



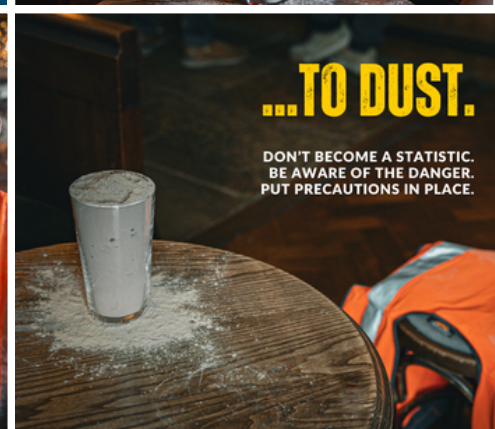
We visualised this with a striking image of construction workers sitting down for a post work pint...of dust. This provided a powerful metaphor for the insidious, cumulative nature of airborne dust. With scientific grounding and creative storytelling – and next to no additional budget – we made the invisible visible.

Through press releases, blog posts, visual assets and engaging social media, we communicated the dangers of dust exposure in the construction industry.

Results:

- 21 media placements in key industry publications, reaching 300,000+ readers
- 84% increase in website traffic and a surge in social media engagement
- Direct enquiries from major construction firms, leading to new business opportunities

Dust to Dust turned a niche health risk into a visual, emotional and educational call to action. By making the unseen visible, we helped spark important conversations.



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