

Best Low Budget Campaign



NBS

A Hubexo Product

Narrative Summary

NBS, part of Hubexo, and The Think Tank faced an industry that had reached a digital tipping point but didn't believe it yet. Professionals needed convincing with evidence, not opinion. Together, they built a campaign around NBS's 15th annual Digital Construction Report, drawing on survey data from over 550 industry professionals and quoting the audience back to itself. Eight connected channels, including webinars, solus emails, paid social and earned media, carried one evidence-led message to architects, engineers, contractors, BIM specialists, clients and suppliers across the UK and beyond.

The campaign drove downloads, webinar registrations and qualified leads well past target, generating new sales opportunities and a return on investment of just over 10:1.

Results

4,400

Report
downloads

2,522

Marketing
qualified leads

1,187

Webinar
registrations

10:1

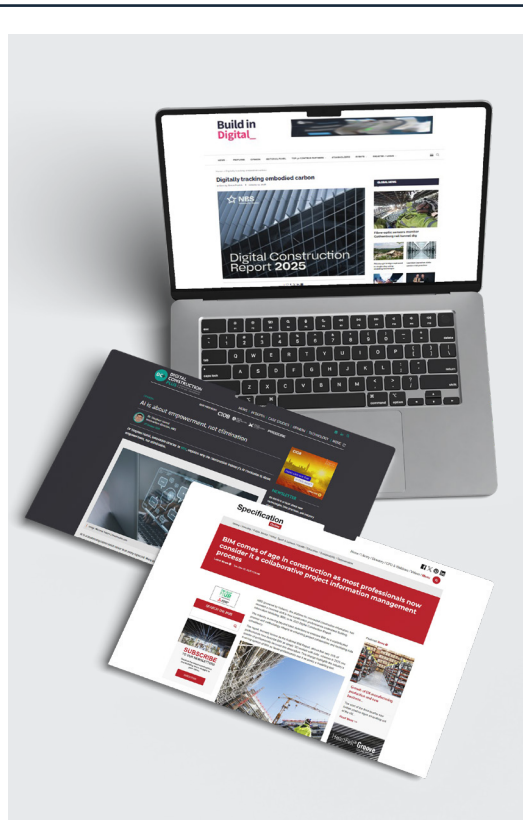
Return on
investment

34

Pieces of PR
coverage

1.61m

PR audience
reach



Featured Publications

- Construction News
- Building Design and Construction
- Architects' Journal
- Building Design
- New Civil Engineer
- Digital Construction Plus
- Specification
- Construct UK
- Electrical Times
- CIAT Journal

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