

Best Mid-Range Budget Campaign



Narrative Summary

MILWAUKEE® needed to build awareness for its newer MX Fuel, Outdoor Power Equipment and PPE ranges among European construction professionals still battling skills shortages, supply chain disruption and stalled productivity.

The Think Tank commissioned primary research with polling agency OnePoll, surveying over 3,000 on-site professionals across Europe to uncover exactly where productivity was being lost. The findings underpinned 'Powering-Up Productivity', a dual-format white paper deployed through a PESO campaign across more than 20 European territories.

The approach positioned MILWAUKEE® as a genuine authority on productivity, beating every KPI target and securing an expanded Year 3 programme.

Results

309
Pieces of
earned
coverage

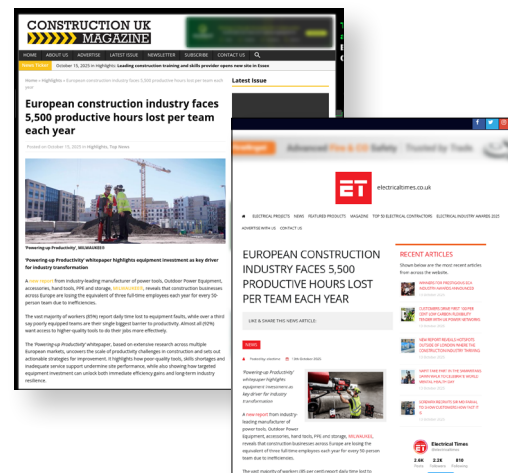
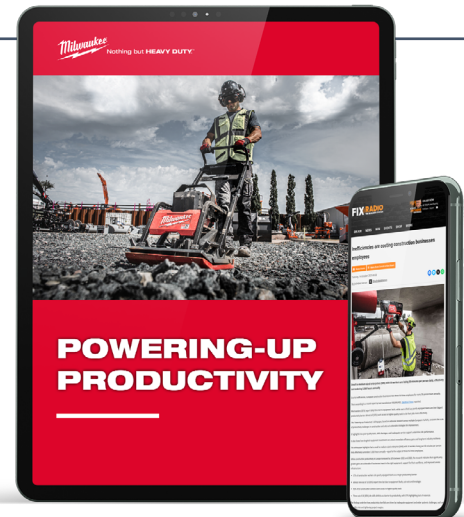
136 Million
readership
reached
across Europe

129
Social
media
shares

40
Average
Domain
Authority

900+
Competition
entries

500+
Qualified
leads
generated



Featured Channels

- Professional Builder
- Aftonbladet
- Le Moniteur
- Teknisk Ukeblad
- L'Usine Nouvelle
- Rassegna Tecnica
- TF1 Info
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