

BEST BIG BUDGET CAMPAIGN

POWERED BY SPECIALISTS

Legrand, a global leader in electrical and digital infrastructure, faced a critical B2B marketing challenge: its product-focused, siloed messaging struggled to communicate the sheer breadth of its technical expertise across mission-critical sectors like healthcare, education and rail.

To unify the brand's position, creative agency OF A KIND designed the integrated Legrand: Powered by Specialists campaign. Rejecting fragmented marketing formulas, the agency engineered a single, hyper-sophisticated hero CGI environment that brought Legrand's multi-sector portfolio into a cohesive visual world.

This creative asset was then translated into a premium launch film, an interactive digital microsite and an experiential, physical 3D replica model for live exhibitions.

The campaign achieved extraordinary market resonance, crushing standard digital benchmarks by over 100%. On LinkedIn, it achieved a remarkable 58.79% view rate (doubling the 29% industry average), while YouTube completions neared 50%.

The work successfully shifted Legrand from a component manufacturer into an omnipresent specialist partner. It has driven massive industry engagement and earned praise from global leadership.



58%
LINKEDIN VIEW RATE

GENERATED
126,000
LINKEDIN VIDEO VIEWS

GENERATED
48.23%
YOUTUBE VIDEO COMPLETION RATE