

Best Social Value Campaign

Client: BSI



Narrative Summary

BSI needed to build industry awareness of BS 30417, its British Standard for inclusive PPE, among H&S professionals, procurement leads and site managers in UK construction. Forty-six per cent of British women report wearing ill-fitting PPE on site. Guidance only drives change if the professionals responsible for equipment decisions know it exists.

The Think Tank built a targeted influencer campaign anchored to World Day for Health and Safety at Work, recruiting three construction professionals with lived experience of ill-fitting PPE. On a direct budget of £6,500, the campaign delivered 535,133 organic impressions, reached 290,194 people and prompted BSI to commission a Phase 2 expansion into healthcare, emergency services and manufacturing.

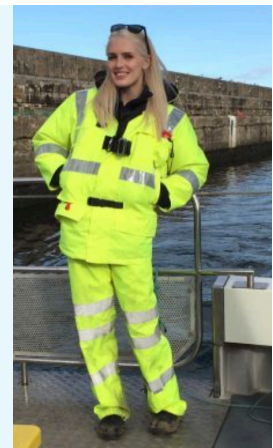
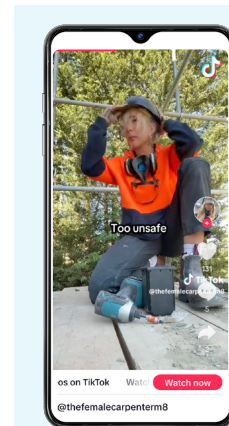
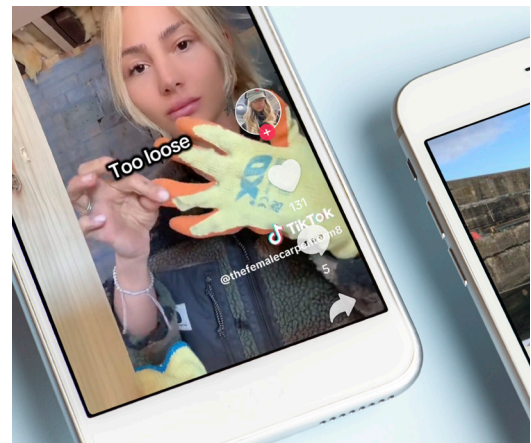
Results

535,133
impressions
(organic + paid)

290,194
unique
professionals
reached

Up to 9x
industry
norm CTR

Phase 2
commissioned.
Healthcare,
emergency services
and manufacturing



Featured Channels



Jenny Darlington
Bethany Holroyd



Sophien Hildebrandt-Petillo

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