

Background:

Construction relies on diesel generators - among the most polluting equipment in everyday use. Instagrid is changing that.
To-date - Instagrid has deployed over 60,000 units and as a result avoided 1 million tonnes of CO2e.
These are just two of the headline stats in our annual Impact Report.
Environmental proven; the challenge was communicating it.

Challenge:

Turning our 60-page ESG report into a global campaign that lands across audience, sector and country.

Approach

Instead of a single press release, we built a sustained multi-channel campaign translating rigorous ESG data into content construction professionals engage with

Output

A multi channel, multi language campaign, comprising over 20 supporting assets (statics images, gifs, videos and articles – along with the report), all produced in 5 languages and executed throughout established and emerging markets (across 4 continents).



Examples of visual assets, used in UK and other English-speaking markets:

