

ONE TEAM, ONE VISION: DELIVERING MARKETING IMPACT ACROSS SIKA UK

In 2025, the Sika UK Marketing Team transformed from a dispersed structure into a fully centralised marketing function supporting every vertical construction market across the business. The team now brings together strategic marketing, digital, communications, creative services and emerging talent to strengthen the Sika brand, drive demand, generate qualified opportunities and support commercial growth.

A collaborative, insight-led marketing approach delivering integrated campaigns, product launches, exhibitions, customer communications, sustainability initiatives and digital projects at scale.

COMMERCIAL IMPACT

211%

Lead Generation
Uplift

LEAD GENERATION PIPELINE VALUE

+104.9%

in 6 months

BRAND CONSISTENCY

Creative
Delivery Sourced
Inhouse

SOCIAL MEDIA ENGAGEMENT

35%

Increase

FUTURE TALENT DEVELOPMENT

3

apprenticeships

1

traineeship



HOUSING
EXPO
79 LEADS
GENERATED

TOTAL
CORROSION
MANAGEMENT
97 DOWNLOADS
SO FAR



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AMERICAN
COATINGS SHOW
£238K SALES
TO DATE



Since the team came together, the collaboration, creativity and enthusiasm brought to our people initiatives has been exceptional. It genuinely feels as though ideas are listened to, nurtured and brought to life through true partnership. What stands out most is that this work never feels like an add-on or an obligation, it feels like something the team genuinely believes in and gives its full energy to.



Matt Nickels

Head of HR, Sika UK



BUILDING TRUST