

Best Online Platform

SUMMARY

Explore Accoya: defending market leadership through digital

James Latham has led UK Accoya acetylated timber distribution for nearly 15 years, holding the broadest stock profile of any distributor, yet in 2025 that position came under threat when a competitor secured a new distribution licence and opened a physical Accoya showroom.

Rather than keeping up with the Joneses, James Latham rose above it. Working with creative partner Cyon, the team built Explore Accoya, an interactive digital platform designed to reach further and work harder than any showroom could.

Over four months, 3D AI renders of residential and commercial buildings with interactive hotspots, three dedicated films on performance, finishing and sustainability, plus technical guides and downloads were created. Crucially, Accoya's parent company Accsys came on board early, lending credibility through the 'James Latham x Accoya: The Timber Experts' lock-up.

Amplification of the platform was supported by a two-month integrated campaign with The Think Tank and Ginger Digital spreading the word across Google Ads, LinkedIn, Facebook and tier 1 press.

THE RESULTS BEAT EVERY TARGET

Around
9,000
visitors landed
in year one
64% ABOVE TARGET

Accoya sales
increased
+30%
year on year
20% ABOVE TARGET

73,000 views on YouTube

79,264 views across
paid socials and Google channels

