

Best Use of AI

cma
awards
2026

Tradesman **Saver** x **unhooked**

Tradesman Saver and Unhooked developed an insight-led PR and thought leadership strategy to build long-term authority with tradespeople and the wider industry. AI and data identified the strongest opportunities, while original research, expert commentary, real trade voices and proactive media relations turned them into credible stories, strengthening visibility, media presence and authority across traditional and AI-powered search.



269 BRAND MENTIONS

#4 FOR 'TRADESMAN INSURANCE'

75.2M POTENTIAL AUDIENCE REACH

4/6 IMPROVED THEIR LLM RANKINGS
categories

63 PIECES OF EARNED MEDIA COVERAGE

#5 FOR LLM SHARE OF BRAND MENTIONS
overall

AI intelligence. Human expertise.
Measurable authority.

Tradesman **Saver** x **unhooked**