

# Best Use of Customer Research and Insight Campaign



## Narrative Summary

MILWAUKEE® needed to build awareness for its newer MX Fuel, Outdoor Power Equipment and PPE ranges among European construction professionals still battling skills shortages, supply chain disruption and stalled productivity.

The Think Tank commissioned primary research with polling agency OnePoll, surveying over 3,000 on-site professionals across Europe to uncover exactly where productivity was being lost. The findings underpinned 'Powering-Up Productivity', a dual-format white paper deployed through a PESO campaign across more than 20 European territories.

The approach positioned MILWAUKEE® as a genuine authority on productivity, beating every KPI target and securing an expanded Year 3 programme.

## Results

**309**  
Pieces of  
earned  
coverage

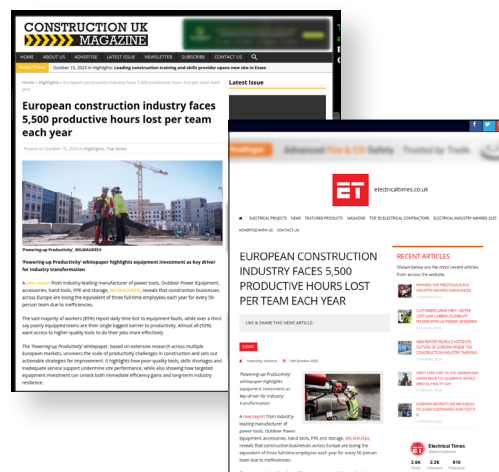
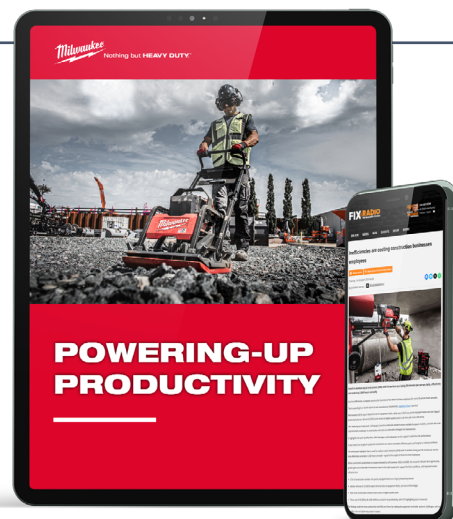
**136 Million**  
readership  
reached  
across Europe

**129**  
Social  
media  
shares

**40**  
Average  
Domain  
Authority

**900+**  
Competition  
entries

**500+**  
Qualified  
leads  
generated



## Featured Channels

- Professional Builder
- Aftonbladet
- Le Moniteur
- Teknisk Ukeblad
- L'Usine Nouvelle
- Rassegna Tecnica
- TF1 Info
- Byggmesteren

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