



Best use of Events and Live Marketing

One Sponsorship. A Brand Turnaround.

Facing a decline in brand awareness among 16 to 35 year old bricklayers, Catnic turned its Supertrowel sponsorship into a live content engine, embedding the brand into every build, every piece of filmed content and every influencer story.

Real-time filming, influencer amplification and a fully branded Masters arena delivered Catnic's strongest brand engagement moment of the year, from a single £30k sponsorship and stand investment.



£30k

Total sponsorship
& stand investment



370,306

Organic content views



315,000

Influencer reach



2,760

Event attendees

