

Construction Marketing awards
Best use of Content marketing



buildbeautiful

SELF BUILD WITH POTTON

✓ INCREASING BRAND AWARENESS FOR POTTON IN GROWING MARKET

✓ 100,000
COPIES PRINTED

✓ INFORMATION AND INSPIRATION
IN EQUAL MEASURES



✓ DEFINED CALL TO ACTIONS THROUGHOUT,
ALIGNED TO BUSINESS OBJECTIVES

✓ ANNUAL PUBLICATION

✓ DRIVES CUSTOMER
ATTITUDE AND
PROMPTS NEXT
STEP ACTIONS IN
BUYER JOURNEY



✓ NOW WORKING ON ISSUE 4 FOR 2018