

CONSTRUCTION MARKETING AWARDS 2017

BEST LOW BUDGET (<£25K) CAMPAIGN

FIRE DOOR SAFETY WEEK 2016

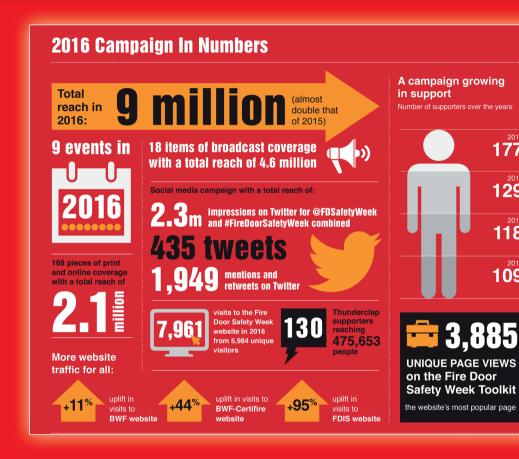
Fire Door Safety Week (FDSW) is an integrated PR, content marketing, public affairs and social media campaign for the British Woodworking Federation (BWF). It raises awareness of the critical importance of fire doors in saving lives and protecting property.

FDSW is all about influence and connectedness. It is designed to encourage the broader fire safety industry to carry and amplify the BWF's messages, as the BWF alone would not have the resources to achieve the impact it's looking for.

Liz Male Consulting (LMC) created the campaign in 2013 and has run it every year since, using detailed evaluation at every stage to refine tactics and reduce waste.

Running from 26 September to 2 October, 2016 saw the most successful Fire Door Safety Week campaign to date, exceeding all targets set for reach, response, resonance and return on investment.











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118

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Campaign endorsement from policy makers and influencers including Brandon Lewis MP, Minister for Policing and the Fire Service