

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.



2016 Campaign In Numbers

Total reach in 2016: **9 million** (almost double that of 2015)

9 events in



168 pieces of print and online coverage with a total reach of

2.1 million

More website traffic for all:

+11%

uplift in visits to BWF website

+44%

uplift in visits to BWF-Certifire website

+95%

uplift in visits to FDIS website

18 items of broadcast coverage with a total reach of 4.6 million



Social media campaign with a total reach of:

2.3m impressions on Twitter for @FDSafetyWeek and #FireDoorSafetyWeek combined

435 tweets

1,949 mentions and retweets on Twitter



7,961 visits to the Fire Door Safety Week website in 2016 from 5,984 unique visitors

130 Thunderclap supporters reaching 475,653 people

130

A campaign growing in support

Number of supporters over the years:



2016
177

2015
129

2014
118

2013
109



3,885

UNIQUE PAGE VIEWS on the Fire Door Safety Week Toolkit

the website's most popular page



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



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