

BEST BIG BUDGET OVER 50K



Entry: Jewson Building Better Communities 2017

Building Better Communities has been a hugely successful initiative for Jewson helping to formalise the link between the brand and local communities and position the company as an active supporter of grass-roots initiatives. In 2017, Jewson took the competition to the next level, introducing a new Trade Hero category and raising the prize fund to £250,000.

Through an insight-led, integrated marketing communications strategy, the engagement and reach of Building Better Communities has blown Jewson's targets for the competition out of the water. With a reach of 13.5 million – up 893% on 2016 – Building Better Communities saw more entries than ever before, and awarded £250,000 in building materials to individuals and organisations that are the lifeblood of their industry or local area.

"I've been so impressed with the projects and amount of causes helped over the past few years, so it's been an honour to have supported the Building Better Communities competition from Jewson. The funds donated will help the groups and charities make huge improvements to their buildings and, ultimately, make a difference to the communities of today and of the future."

George Clarke,
TV architect

