



Construction Marketing Awards /
Category: Best Branding and Positioning /
Campaign name: Knauf - Are you missing something? /

Think Knauf only does drywall? Research suggested that too many in the industry thought so and it was time to make them think again.

This high profile, high-impact three-month campaign ran across print, digital display and social media, reaching its target audience of specifiers and contractors from all directions. Audience reach and impressions numbers were huge, producing impressive volumes of visits to the dedicated microsite and achieving its objective of changing the understanding of Knauf's offer in spades.



x3
 PPC campaign
 x3 more effective than
 industry standard

KNAUF
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2,010
 game players
 70% desktop
 18% mobile
 11% tablet

