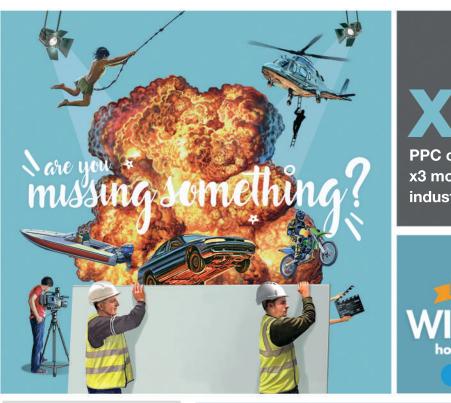


Construction Marketing Awards / Category: Best Branding and Positioning / Campaign name: Knauf - Are you missing something? /

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

ifour ⁽ⁱ⁾ridgemount pr

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.



threepipe











70% desktop 18% mobile 11% tablet



