

BEST PRODUCT LAUNCH

cma
construction marketing
AWARDS 2018

MULTI-PHASE CAMPAIGN



Stage I: Awareness



Stage II: Pre-orders



Stage III: Full Launch

MULTI-CHANNEL CAMPAIGN



Launch Ad



Animated Trailer



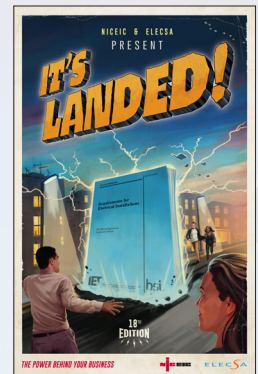
Facebook Ad



Web Shop



Event Graphics



Pull-Up

Best Product Launch

As the electrical industry evolves, the Wiring Regulations change with it. Every ten years, BS7671 - the standard to which all UK electricians install - goes through a major update to reflect technological changes.

The '18th Edition' of the Wiring Regulations was published in July 2018, imposing a duty on electrical contractors to adhere to the new standard.

To busy electricians, this was a change they did not welcome. The marketing team needed to communicate the unpopular changes whilst simultaneously promote books and training. A multi-phase, multi-channel campaign was launched using high-risk creative to raise awareness of the regulations, guide customers through the change and achieve challenging commercial targets.

The campaign became the most commercially successful campaign in our history:

- 102,054 books sold
- £6.14m revenue (104% up)
- 4,208 training course bookings
- £3.1m revenue growth
- 21% market share increase
- 19:1 ROI