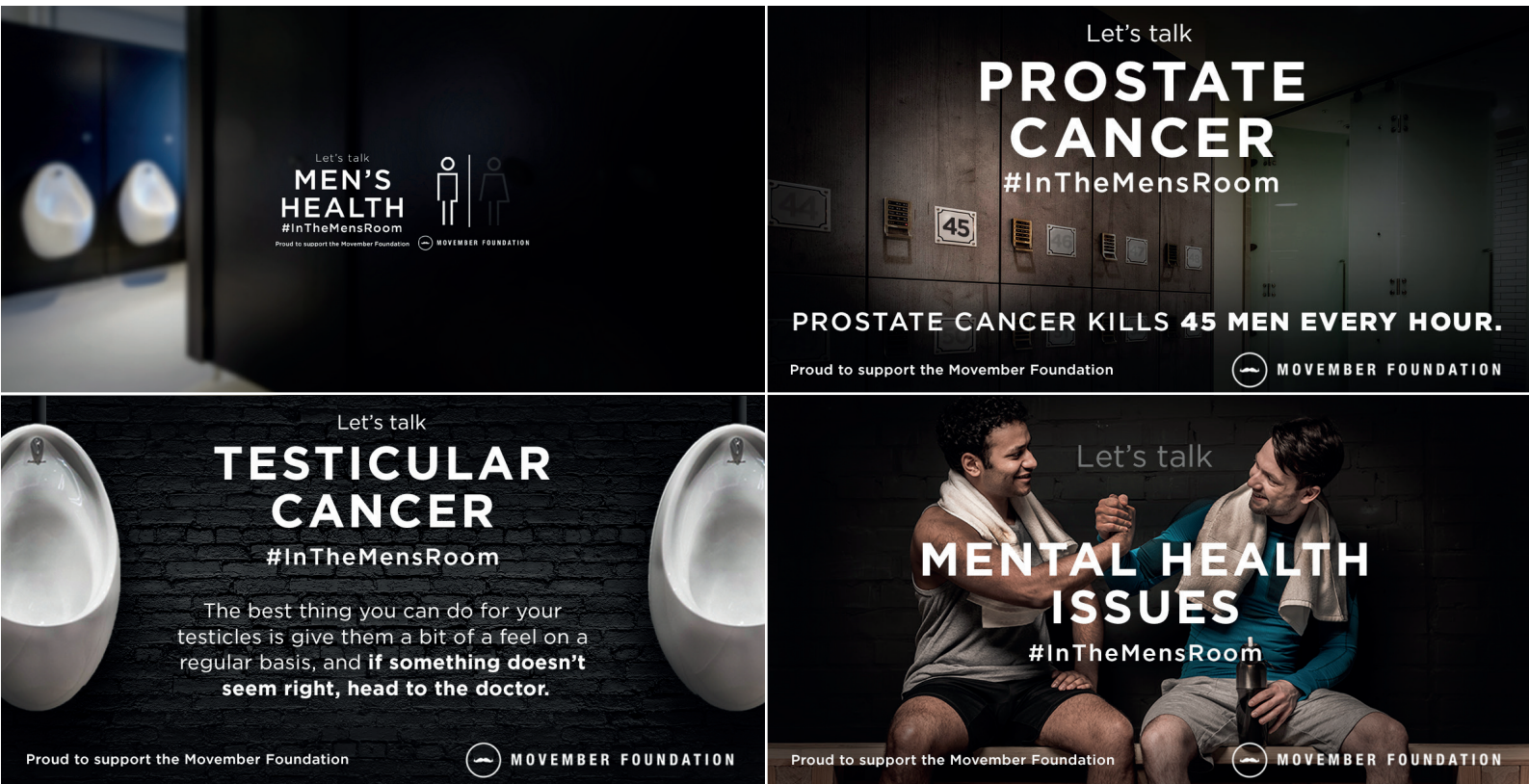


06. BEST SOCIAL MEDIA CAMPAIGN



Washroom Washroom In the Men's Room

Washroom Washroom's 'In the Men's Room' campaign was designed to highlight its human side and introduce Washroom to new audiences by engaging with the market in a less corporate way.

The campaign was driven by two core aims; to start the conversation about men's health which remains a taboo subject within the construction industry, and raise money for global men's health charity the Movember Foundation.

Harris' simple, memorable GIFs and infographics, depicting how to check for male cancers and encouraging men to talk, were central to the campaign and had to strike the right balance between eye-catching, shareable images without

being self-promotional. A dedicated page on Washroom's website was created and all social media content linked back to the website and referenced the #InTheMensRoom hashtag.

Washroom staff embraced the campaign, over-achieving the fundraising target by 35 per cent. The campaign made waves with Washroom's supply chain and on social media, where reach and engagement increased across all platforms. This opened Washroom's brand up to new audiences - visits to the website from social media rose by 113 per cent during the campaign.

Washroom is planning a follow-up campaign in the future and has incorporated the graphics into other marketing materials.