

## Category 17

# Best Contractor Marketing Campaign

**OSCAR**  
acoustics

## Summary

Most UK office employees deliver poor quality work due to office noise levels – this was the crux of the Oscar Acoustics Noise Annoys campaign which delivered over 118 leads.

The company's turnover shot up by a third, and MD Ben Hancock attributes 70% of this to The Think Tank's campaign.

This integrated campaign focused around a hero whitepaper with proprietary research, amplified by PR and digital advertising

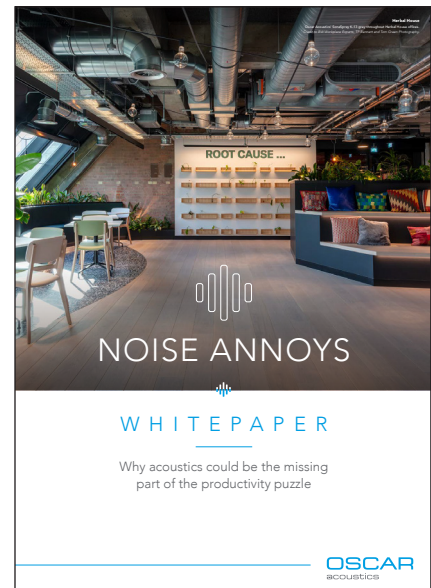
## Results

**118**  
leads

**20%**  
growth in  
website  
visitors

**53** press  
articles

**25%**  
sales growth  
due to  
campaign



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