

Category 19

Best use of Content Marketing

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

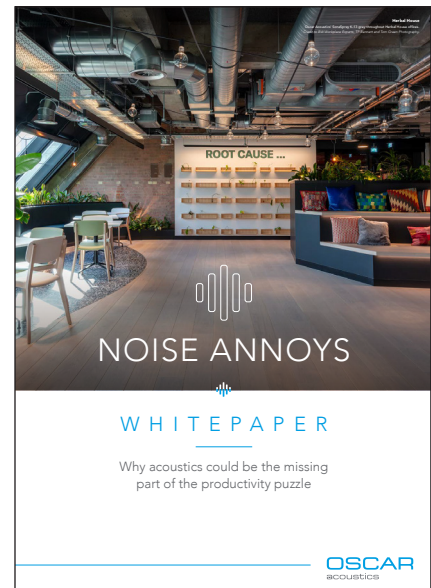
Results

118
leads

20%
growth in
website
visitors

53 press
articles

25%
sales growth
due to
campaign



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