

Best International Campaign

Ramtech - No Site Left Behind

THE MISSION

A campaign building Ramtech's brand awareness and sales discussions in North America - a location identified as a key area for sales potential, due to a high volume of construction projects and growing impetus on fire safety rules and regulations.

THE APPROACH

To showcase Ramtech's in-depth knowledge of the fire risks and life safety considerations, legislation and detection options open to the sector, Cartwright Communications (CC) created an authoritative report: 'No Site Left Behind: The Modern Fire and Life Safety Solutions for Construction'.

RESULTS

57

SALES LEAD
DOWNLOADS

258,936

LINKEDIN
IMPRESSIONS

SHOWN AT
NFPA BOSTON
EVENT

COVERED BY KEY US/INTERNATIONAL PRESS:

- FORCONSTRUCTIONPROS.COM
- CONSTRUCTION EXECUTIVE
- INTERNATIONAL FIRE AND SAFETY JOURNAL



James Pecz Global
Sales Manager at
Ramtech

"The US construction market represents a key area of growth for Ramtech and the report was an excellent way to achieve our goal and reach valuable customers across the US.

"Cartwright was able to manage the process completely and advise on the best structure, content and delivery, with exceptional results - both across the trade press in our target regions and via traffic driving to the report landing page.

"The report has also really benefitted the wider Ramtech team, which has been using it as a resource when meeting with US stakeholders to make new connections and nurture existing partnerships."

A SAMPLE OF THE ASSETS CREATED

