

Category 8

Best Thought leadership campaign



Summary

XYZ Reality, a construction AR pioneer, was keen to affirm its authority on the longstanding problem of rework, and how to eliminate it using the latest, sector-specific augmented reality. The Think Tank was retained for a six month, research-supported PR and content-led campaign to raise awareness in its established home market (UK), and build a base in its primary emerging one (US).

Results

Commercial:

- 26 articles achieved in Tier One publications across the UK and US (KPI surpassed by 73%)
- 60 articles achieved in the UK and the US (KPI surpassed by 100%)

Outcomes:

583 Downloads

of the Constructing Tomorrow whitepaper achieved (KPI surpassed by 191.5%)

14,036 visits

to the Constructing Tomorrow whitepaper webpage achieved (KPI surpassed by 40.36%)

Publications:


**BRIDGING
THE GAP**

**Mission
CRITICAL**

**BUILDING DESIGN
+ CONSTRUCTION**


CIAT
CHARTERED PRACTICE

civil + structural
ENGINEER media

 **CONSTRUCTION DIVE**

**CONSTRUCTION
MANAGEMENT**
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