

Category 7

Best Thought Leadership Campaign



Summary

NBS actively educates and informs the industry on critical topics such as building safety, construction product information, digitisation, and culture change.

NBS tasked The Think Tank with creating a multi-channel communications campaign that would position it as a thought leader and, importantly, share knowledge around building safety to drive industry best practice.

This would support marketing objectives and ensure maximum reach for its educational resources, monthly webinars, and free in-person building safety events.

Results

54
Press
Articles

1.42m
Reach

7,228
Event
Attendees

4,178
Whitepaper
Downloads



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