

**CATEGORY: 7**

# Best thought leadership campaign



## Summary

Unlocking the Secrets to the Specification was an 8-month campaign targeting construction product manufacturers, conducted by leading construction technology firm NBS between November 2023 and June 2024.

Answering the age-old question, 'What's in it for me?' formed the basis of a strategy where NBS would harness specifiers' own words to demonstrate the business benefit of improving the data manufacturers provide to them.

With impressive results, NBS created a multi-channel, staggered marketing campaign that moved manufacturers from awareness to consideration, and then conversion.

## RESULTS:

**236**

Sales Leads

**975**

Report Downloads

**217**

Event Attendees

