



FABRICK

THE BUSINESS SPRINKLER ALLIANCE ONLINE CPD

IMPACT REPORT

cma
construction marketing
AWARDS 2019
WINNER

Best Digital
Campaign

ABOUT FABRICK

Fabrick is not your usual marketing agency.

Fabrick is an award-winning specialist marketing and PR agency that works exclusively across construction, property, architecture and the built environment delivering outstanding B2B marketing and content campaigns to clients of all sizes.

We have over three decades of industry knowledge, connections and marketing expertise, and we use these to create and deliver strategies, plans and campaigns that deliver real results.

We understand the challenges the industry faces and the impacts these have on businesses. We know how best to market your business and take the time to understand what success means to you.

Our in-house teams work together to combine their strategic, PR, social, digital, creative, copywriting and research skills to tell your story in a way that inspires, influences and creates brand engagement.

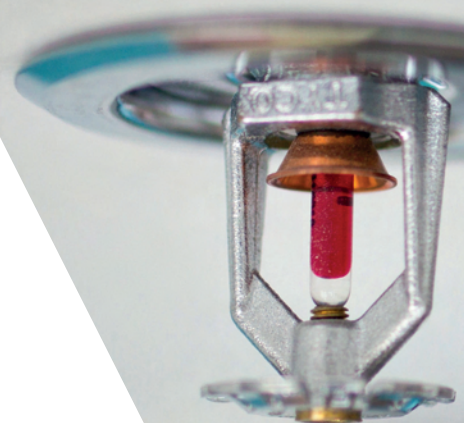
We are Fabrick and we are marketing specialists for the built environment.

ABOUT BSA

The Business Sprinkler Alliance (BSA) is a not-for-profit organisation whose key aim is to promote research, education and awareness surrounding fire protection systems, such as sprinklers, and their wider acceptance within building regulations.

They want to address myths that surround sprinklers and aim to:

- Deliver robust information and insight into the benefits of fire sprinklers and the critical importance of fire prevention.
- Increase consideration of fire sprinklers with those who design, construct and approve new business buildings.
- Ensure business decision makers appreciate the role that fire sprinklers can play in physical and commercial resilience.
- Continue dialogue with regulators and legislators to review existing evidence and law, supporting the sprinkler case.
- Drive widespread awareness of fire sprinklers to effect a culture change for their acceptance and adoption.





THE BRIEF

BSA asked Fabrick to create a campaign that would educate and inform its many audiences on the benefits of automatic sprinklers.

As BSA is a not-for-profit organisation, a cost-effective solution was needed.

THE CHALLENGES

Content

To help encourage professionals to want to learn about sprinklers, the content needed to be valuable, relevant and enticing.

Time

When thinking of a solution, Fabrick considered the time required by BSA and their team to create and deliver the educational content needed.

Cost

The cost to produce, deliver and promote the educational content.

Format

A flexible format was needed to create the material. It had to be cost effective as well as the ability to be updated as required.



THE AUDIENCES

Identifying who is the single most important decision maker when it comes to specifying fire protection systems, such as sprinklers, is a real challenge for the BSA.

So many different parties are involved in the design, specification and construction of a building and – despite research by the BSA – it is unclear as to who is the key influencer. The client or developer who is paying for the building is the ultimate decision maker but there are many parties that influence the client/developer. Further decisions are often made based on a lack of understanding. For example, many people believe that creating a building that meets regulations means it is protected and safe – this is not the case. Unconscious decision making by the client/developer following discussion with the supply chain therefore often results in key elements such as sprinkler systems being left out of a building

as they are deemed unnecessary or too costly.

Therefore, when it comes to fire protection, key audiences have been defined as clients, developers, architects, consultants, surveyors, building control and contractors, as each has the opportunity to influence decision making.

In addition, following research conducted by the BSA with commercial property owners and developers, there are many myths that need addressing. As such, the BSA aims to educate not only property owners and developers but also the supply chain that can influence their decision making.



CLIENTS



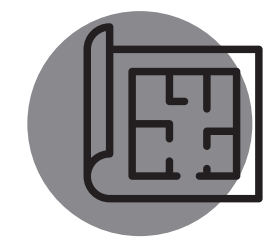
DEVELOPERS



ARCHITECTS



CONSULTANTS



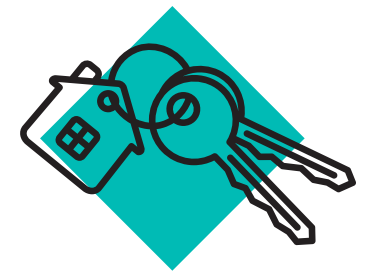
SURVEYORS



BUILDING CONTROL



CONTRACTORS



PROPERTY OWNERS AND DEVELOPERS



SUPPLY CHAIN

THE SOLUTION

Fabrick's solution was for the BSA to produce CPD material. This would allow professionals to gain valuable CPD points whilst being educated, and through its professional association, would entice BSA's audiences towards the content.

Having investigated the possibility of arranging half-day CPD events, it became apparent that asking professionals to give up their time to leave their office/site environment was a difficult expectation. This, teamed with the fact that the BSA is a not-for-profit organisation and does not have any employees (all of the committee provide their time for free), meant that having a spokesperson travel round the country to deliver the CPD module in office/practice was not feasible.

Fabrick's solution was to deliver the CPD content as an online module. By having the CPD hosted online, users

were invited to 'take 20 minutes to watch' in their own time – whether during their commute or relaxing with a cup of tea of an evening.

To provide a cost-effective method of presentation production, Fabrick produced an advanced PowerPoint presentation with animation, graphics and a voiceover to create a video file.

The CPD module was embedded into the BSA website to encourage viewers to, once having watched the CPD, explore the rest of the website and find out more about sprinklers, business resilience etc.



Website graphic

To generate as many views as possible, the content wasn't gated but instead was freely available. However, data capture was available by way of those individuals who requested a CPD certificate once they had watched the video and completed a short online test.

To drive views, Fabrick created a digital strategy with the focus being paid and organic social, supported with email marketing.





THE TARGET

Fabrick was set a target of achieving **2,500 views** within the first three months of the campaign launch.



THE RESULTS

Within three months we achieved

10,186 views

WE ALSO **ACHIEVED**

Best Digital Campaign at the 2019 Construction Marketing Awards

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Best Digital Campaign

10,186 CPD views

(3,435 on YouTube & 6,751 from LinkedIn ads).

51.5% increase

in social impressions and 45.3% in social engagement.

Users on social increased by 190.3%,

new users by 224.6%, sessions by 264.2% and average session duration increased by 35.16% from social traffic within month 1 alone.

Organisations that have completed the CPD and requested certificates include

Arup, Gensler architects, London Borough of Southwark, London Fire Brigade, Assent Building Control, Mace, CBRE, Goodman.

The Twitter ads, targeted at both lookalike audiences and GDPR compliant email databases, achieved a huge total of **109,828 impressions, 360 engagements and 299 link clicks** to the BSA website, encouraging people to find out more about the CPD initiative.

A cost per view of £0.63

(including creation, management and ad spend) was achieved. Fabrick calculated the average cost of a face-to-face CPD event would be £52 pp.

The CPD has been so well received

that numerous organisations have promoted the module internally - insurer Allianz, Birmingham City University, various fire brigades and more.

Paid LinkedIn ads were set-up with the goal of video views, which led to 6,751 CPD views with a low cost of £0.07 per view. This method alone achieved **28,503 impressions in total** – again targeted at a relevant audience, as evidenced from the number of views and CPD data capture.

The biggest traffic driver to the CPD-dedicated landing page was social media, accounting for **71% of clicks**.

A considerable time saving as delivering face-to-face CPDs to **10,186 individuals** would have taken several months.



THE FEEDBACK

This is exactly the type of effort that we selected Fabrick to help us deliver. We pressed to use the traditional route of face-to-face educational sessions. However, Fabrick helped us to see that an online format that considered the right audiences would help us to generate the maximum impact in terms of reach and message. This campaign has taken materials and helped to extend their reach and elevated their execution. It has generated additional benefits in terms of the recognition of our messages. Key amongst these has been that the CPD has generated interest in research and collateral that we already possess to position us as a source of quality material and ideas.

TOM ROCHE, SENIOR CONSULTANT, FM GLOBAL (FUNDERS OF THE BSA)

**GOSH! THIS
IS A REALLY
COST-
EFFECTIVE
CAMPAIGN!**

THE JUDGES,
2019 CONSTRUCTION
MARKETING AWARDS

**WANT AN
ONLINE CPD?**

Contact the Fabrick team today

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