

CMA AWARDS

# SUSTAINABILITY AS A MARKETING STRATEGY

Armstrong Ceilings' sustainability strategy is not only driving business value for itself but for other supply chain players.

Its pioneering recycling service smashed all records last year, diverting 117,000m<sup>2</sup> of mineral tiles from landfill, not only saving the company more than £35,000 in virgin materials but contractors £60,000 in landfill taxes.

Its ethos that sustainability adds value to the customer experience was reinforced by winning the specification for one of the largest hospital projects in Europe, the Queen Elizabeth University Hospital in Glasgow, off the back of its recycling offer.

Getting the green message across has taken a more direct approach to ensure it is better embraced. Bread and butter PR in the form of case study/news press releases, which reached 734,556 people and generated £54,789 of AVE, has been enhanced with seminars and social media.

Responses to an online CPD, two London seminars and a webinar attracted a total of 1,244 delegates, returning 626 Tweets, reaching 178,825 accounts a total of 5.3 million times.

In addition, visitors to the green area of the company's website have risen by 4.6% while a generic Twitter campaign that focused on sustainability has generated 1,689 followers.



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117,000m<sup>2</sup> of old tiles & new tile offcuts recycled in 2014

Inspiring Great Spaces™

