



CONSTRUCTION MARKETING AWARDS | Best Mid-Range Budget Campaign



A re-imagining of the 2015 Where's Beanie Campaign has been so successful that Professional Builder magazine described it as the having one of the best response rates this year.

A high-impact branding campaign ran across print, digital and social media, targeting SME contractors with a low brand-awareness of H+H. This six-month campaign produced impressive results, culminating in the sending out of hundreds of H+H branded beanies, thousands of engagements on social media and visits to the bespoke campaign microsite.



1,199
entries via microsite



108
text entries



362
reader enquiries



1,669
beanies sent out



Where's Beanie Been 2.0



Social media reach:

84,237



Engagements:

4,251



Comments:

628