

the View

Design transformed



Reynaers frames the view of the industry on the future of architectural design.

The campaign:

1. Identify knowledge gap among key audiences
2. Extensive research and robust data gathering
3. Creation of a white paper exploring how technology will continue to transform design
4. Staggered launch and follow-up campaign through targeted emails, PR and social media
5. Informed by 100 expert opinions

The results:

92,000
key targets reached

300
downloads from new prospects

64% UPLIFT
in website traffic YOY