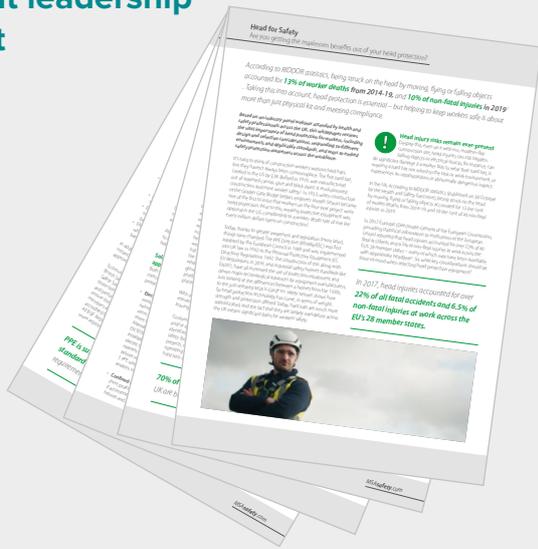


Thought leadership content



Video content

Influencer campaign

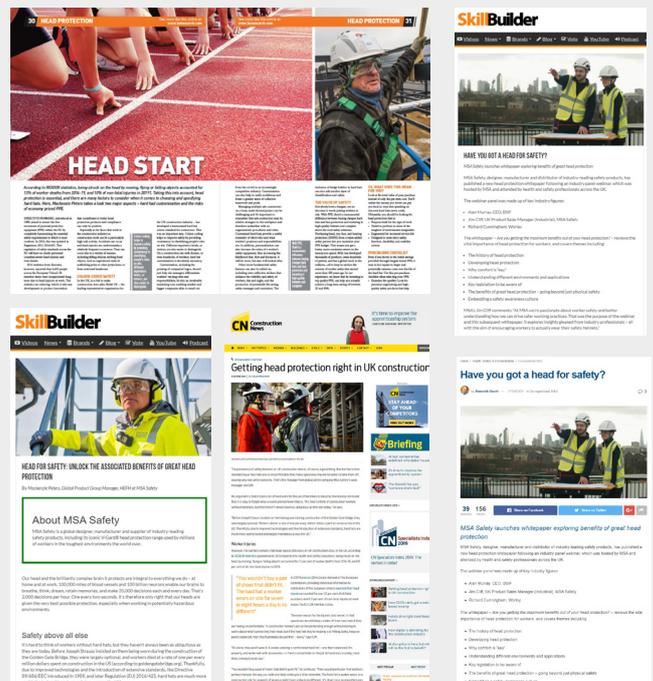
Head protection video



Campaign creative



Coverage highlights



484 qualified leads

10,020,673 reach

45 pieces of press coverage

17,045 video views

331 webinar attendees

231,420 unique users to landing page