



5,000

TARGET VIEWS

20,061

TOTAL ACHIEVED VIEWS

A planned roundtable, had been cancelled due to lockdown and with a lack of clarity on when events would resume, Fabrick changed tactics and launched an online content campaign.

Fabrick suggested a series of playlists, hosted on YouTube, to educate a relevant audience, with an aim of achieving 5,000 views over a three month period. We managed to achieve 20,061 total views in total.



Fabrick devised a solution that would help BSA educate the aforementioned audiences, whilst eliminating the need for an individual to deliver face-to-face presentations, which was understandably not possible during the pandemic, in line with hitting common myths and misconceptions around sprinklers, educating around business losses and educating about fire fundamentals. Three YouTube playlists were set up by Fabrick on the BSA channel with an aim of driving views from both organic social media and a targeted email campaign.

Taking the total of all three playlists, we managed to achieve 20,061 views, far surpassing the client's expectation of 5,000 with very minimal spend.



Fabrick go above and beyond each year that we work with them to achieve brilliant results, with tight budgets. We look forward to achieving more success with the team in the future!



Tom Roche, BSA Secretary