

Foster + Partners

Construction Marketing Awards 2020

Best International Campaign

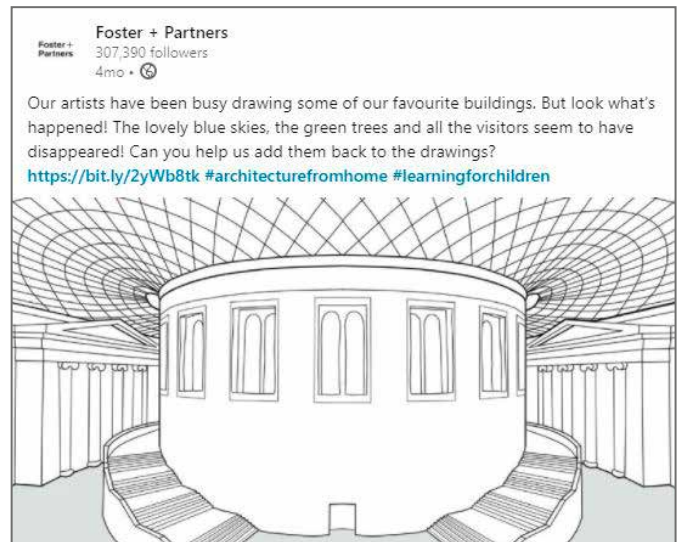
Our main objectives are to raise awareness of our projects and celebrate the practice's work across the globe, showcasing campus life to attract new talent. We communicate similar content across all our owned channels – but approach each with a slightly different focus. LinkedIn provides a great platform for sharing research papers written by the team, speaking events and job vacancies, while Instagram and Facebook have a more visual and social focus.

The recent lockdown offered us an opportunity to create a number of online programmes to educate and entertain our online community and support parents and carers with children who may not be attending school. The #architecturefromhome initiative was a chance for all of us to have some fun and learn at the same time.

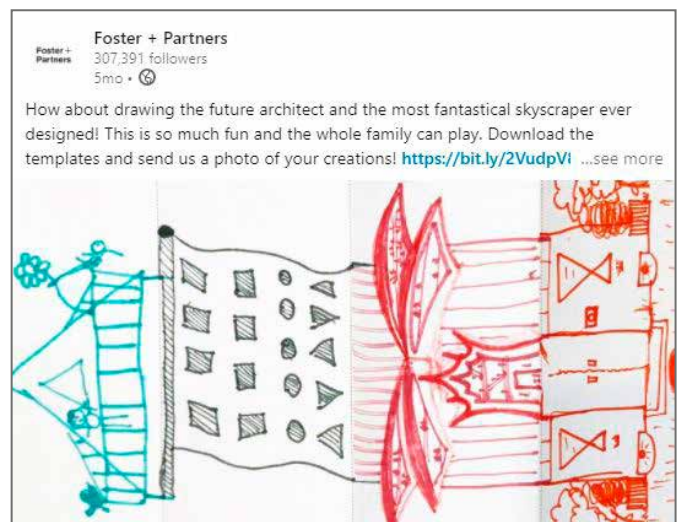
We tried to engage children in activities that are practical as well as thought-provoking, complementing the work they carry out at home-school. The main aim was to get them to ask questions about their surroundings and think about their built environment.

The response was overwhelming. We received emails from Canada, Spain, Italy and even as far as Australia and Cambodia with people sharing their creations with us. A large number of visitors to the website downloaded the activities that were promoted on social media. Sessions on fosterandpartners.com increased by 25% across 10 weeks, which is the highest amount of traffic the practice has ever received.

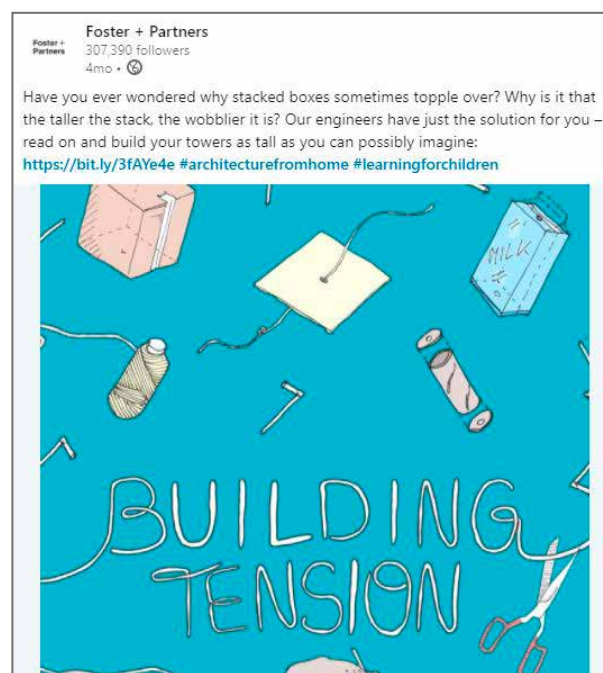
The campaign showed us how truly global our audience is and has helped us discover and build relationships with new audiences.



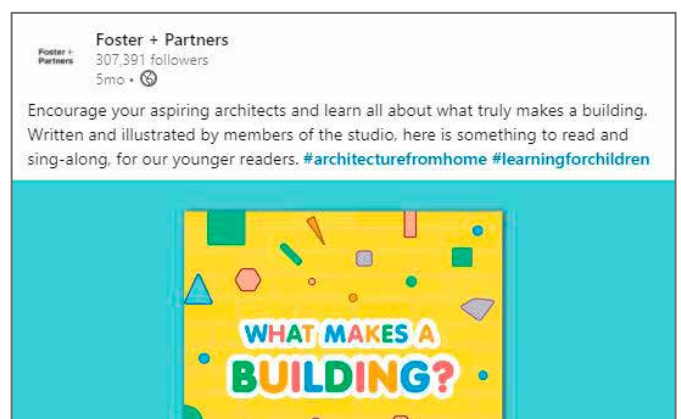
60,800 impressions



45,304 impressions



29,602 impressions



36,869 impressions