



2024 ENTRY FORM

Organisation Name: The Think Tank

Contact: Liam Bateman

Category

Campaign Effectiveness

Award



Entrant Name(s) & Campaign Title:

The Think Tank & Oscar Acoustics – Noise Annoys Campaign

Objective(s) & budget:

Oscar Acoustics is a specialist in acoustic architectural finishes and has become synonymous with some of the UK's most forward-thinking hybrid working projects.

They have ambitious growth objectives, demonstrated by the expansion of their head office and manufacturing facility, with two new buildings to be completed in 2024. They hired The Think Tank to help them reach these objectives through raising awareness of the brand, positioning them as experts in acoustic finishes and delivering new leads and sales. The 'Noise Annoys' campaign was designed to achieve this.

Campaign Objectives:

1. Position Oscar Acoustics as the leading experts on architectural acoustic finishes and underline how the right acoustic solutions are key to managing the 'new' demands faced by workers
2. Generally raise awareness of Oscar Acoustics, its solutions and services within the construction and interiors sector, demonstrated by increased website activity, as detailed below
3. Provide coverage that would reach c. 50% of target audience through the placement of 30 articles in key trade press
4. Achieve 50 direct downloads of the gated report
5. Increase Organic New Visitors by 30% (8,500 to 11,000)
6. Increase website completed forms by 200% (563 to 1,125)

Budget:

Market research:	£4,500
Asset creation:	£10,500
Project management PPC reporting and optimisation:	£5,400
Media spend:	£14,500
PR fees:	£7,500
Total	£42,400

To put this into context, Oscar Acoustics needed to secure 2-3 jobs to cover the investment. (This is indicative as project size varies).

Target audience & strategy

Audience

The audience was defined through developing detailed personas based upon current client decision makers and influencers and refined by priority within the buying committee.

Primary - Decision Makers - architects and specifiers, office design specialists, contractors specialising in commercial workplaces, key end client decision makers, including Quantity Surveyors, Purchasing Managers, Project Managers, Acoustics Consultants and Interior Design Specialists.

Secondary - Influencers - those audiences who have influence within the buying committee including, HR professionals, facilities and building services managers/consultants.

Strategy

We needed an approach that would generate awareness and support lead generation. A funnel-based strategy was chosen with a hero gated piece of content to sit at the heart of the campaign. This content would be amplified via PR, organic and paid social.

Those downloading the gated content would be entered into a nurture journey. To make this work, the hero content had to be compelling, and so we created '**Noise Annoys**'.

Insight

To bring our strategy to life we needed proprietary data and a compelling story.

Our data showed that noisy offices are lowering productivity, with six in ten office workers unable to concentrate and delivering poor quality work due to loud workspaces. Only one in five think their bosses have done enough to combat the issue.

When we asked bosses about the situation, despite most considering productive workspaces important, a third said that acoustic considerations had not been factored in their office design. Another key gap was, alarmingly, over a third of managers (35%) are ignorant of UK laws to safeguard employees from excess noise.

These stats allowed us to create the compelling white paper Noise Annoys.



Implementation & creativity

We built an effective mix of channels that would work together to promote our proprietary research, ensure engagement and deliver effective enquiry that converted into leads for the client.

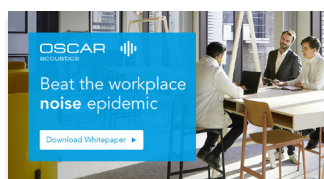
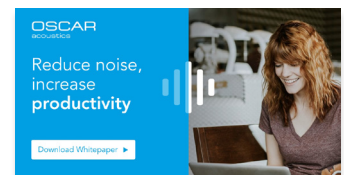
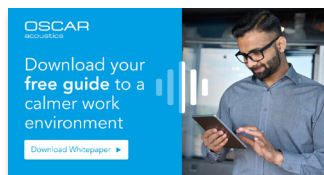
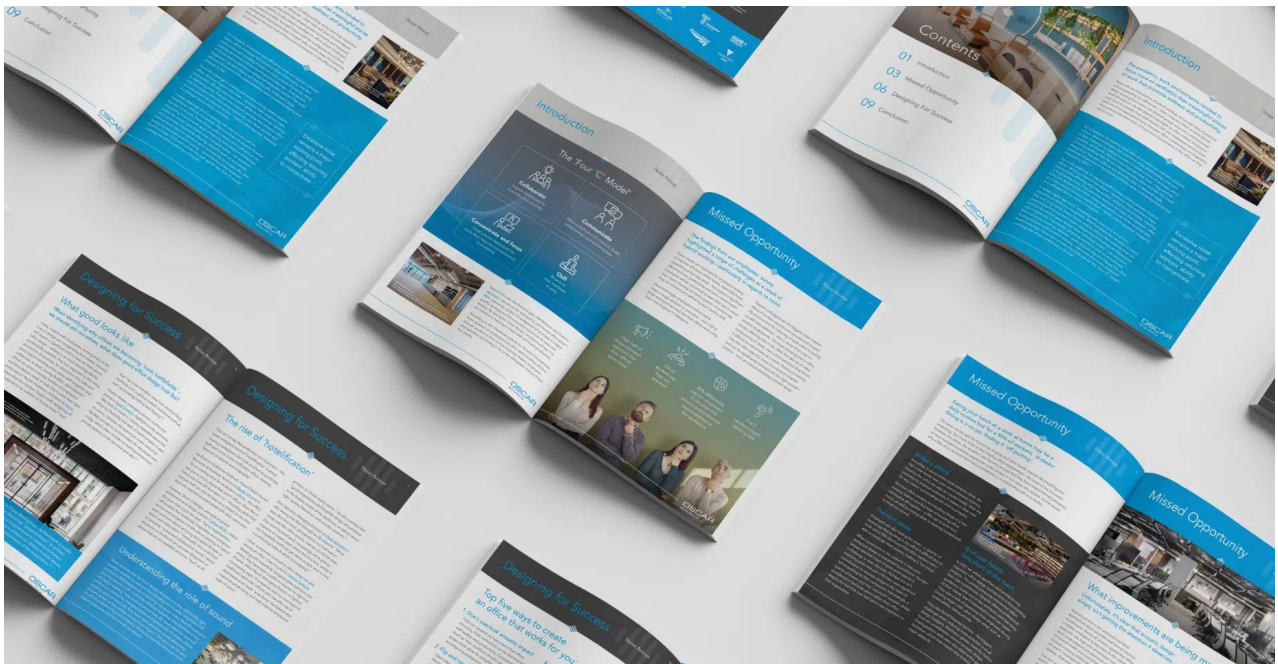
Our ability to combine channels, alongside an innovative and unique piece of research, presented through coordinated creative and design, delivered exceptional results and sales.

Pre-launch

A quantitative study asked 2,000 white collar employees and 500 senior leaders their views on noise levels in their offices.

Based upon this we wrote and designed a 9-page whitepaper, '[Noise Annoys](#)'.

Promotional assets were created including a series of four nurture emails, LinkedIn ads in various formats and five press releases.



Launch

Paid social - Promoting the Noise Annoys whitepaper, a content-based lead generation campaign targeted architects on LinkedIn to raise awareness and drive downloads

Direct marketing - People downloading the report, along with the Oscar Acoustics database, were engaged on a nurture journey of four emails. The emails used content from the whitepaper alongside case studies and solution content to pull recipients through the marketing funnel.

PR campaign - Ran in five bursts with 5 press releases and 7 opinion pieces placed in the trade press and across the business and HR press.

Organic social - Assets from the whitepaper and study data were promoted through owned channels.

Details of any challenges faced and how these were overcome

This was the first campaign of this type Oscar Acoustics had run and we had to take them on a journey of understanding around the channel strategy and potential impact.

This required education supported by demonstrable KPIs and trust in us to deliver on these.

The research piece had to be credible, detailed and authoritative as many of our audience were experts in noise issues within the built environment. It was essential to build out a valid population base and quantitative results that would provide an accurate viewpoint of the issue.

Particularly challenging was to reach our target of 500 senior leaders, who were time poor. We met this challenge through an easy-to-complete survey and outreach across a two-month period.

In addition, our core audience was very niche. The development of detailed personas, laser-focussed targeting and optimisation enabled us to hone our campaigns and ensure we reached the right decision makers. This was achieved through building various target audiences within LinkedIn based upon attributes, target companies and retargeting.

However, the success of this campaign lies in the fact it was sustained over the nine months through adapting messaging across the different channels. This kept people engaged and generated a response.



Results & evaluation

Noise Annoys was a successful integrated campaign, with 118 leads secured, with roughly a third coming from PR activity, a third from paid media and a third from other activity.

Oscar Acoustics revenue grew by 33% during the campaign period, which they attributed 70% of directly to the campaign, the equivalent of just over £1m delivering an ROI of 25:1.

Target	Result
30 articles	53 articles and 21 back links
1m reach	1.58m reach
50 downloads	118 downloads
Increase new organic website visitors by 30% from 8,500 to 11,000	Increased by 55% to 13,250
Increase website completed forms by 100% from 563 to 1,125	Increased by 538% to 3,591

Strictly Confidential

Over the campaign period Oscar’s revenue grew by **33%** from £4.5m to £6m. The client has attributed 70% of this growth to the campaign, based upon leads generated. This equates to just over £1m of revenue.

Based upon this the campaign **ROI was 25:1**

Why should your campaign win?

Overcoming the challenges of being the first time the client had invested in such a campaign, the very niche audience and delivering a credible and authoritative report, we were able to have a significant impact upon the business, with an attributable increase in their revenue of 22% or £1m for a spend of less than £45,000.

A fantastic return on investment.

But alongside this the campaign positioned Oscar Acoustics as a true expert in the sector, opening doors for many subsequent opinion and comment editorial opportunities.

The combination of channels, and continual adaption and optimisation, ensured a successful and exceptional campaign.

Testimonial:

“I’m happy, the business has grown by a third, of which 70% is down to Noise Annoys. The Think Tank got behind our brief and really grasped what we were trying to achieve. They’ve secured us consistent visibility, and brought us sales leads in abundance, while helping us demonstrate the true cost of excess noise.”

Ben Hancock, Managing Director, Oscar Acoustics

URLs:

Example Articles

<https://www.thenbs.com/knowledge/noise-distracts-how-acoustic-design-improves-workplace-productivity>

<https://www.ribaj.com/products/oscar-acoustics-noise-control-is-missing-part-of-productivity-puzzle>

<https://www.onofficemagazine.com/opinion/why-offices-need-to-sound-as-good-as-they-look>

<https://workinmind.org/2022/09/20/acoustics-survey-reveals-60-of-office-workers-unable-to-concentrate/>

<https://startups.co.uk/news/noisy-coworkers-stopping-return-to-the-office/>

Please detail any supporting documents you are including as part of your submission:

- Noise Annoys Whitepaper
- Campaign Overview