

The Think Tank & Oscar Acoustics Noise Annoys Campaign



A campaign that positioned Oscar Acoustics as the leading experts on architectural acoustic finishes and delivered significant leads and growth.

Introduction

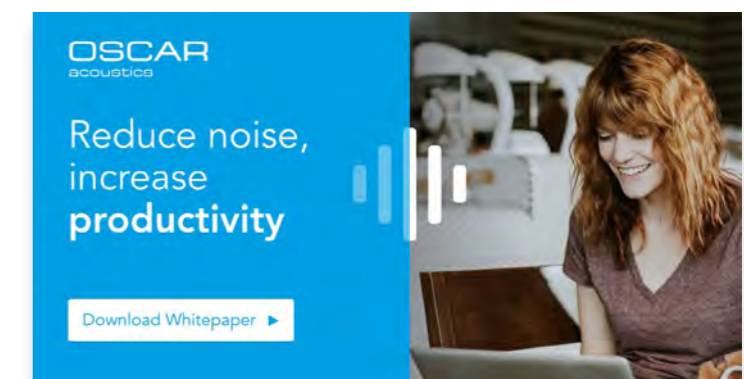
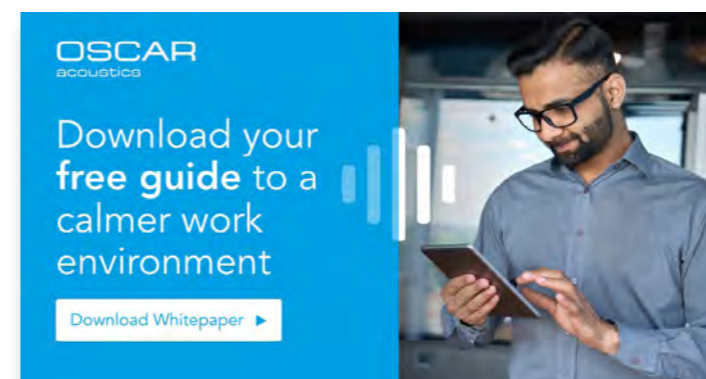
Architectural acoustic specialists Oscar Acoustics had a packed order book for office space projects. But it wanted to stay busy and to grow. To do this it needed to reach specifiers who'd not heard of its services, as well as underline its expertise with existing customers.

It needed a marketing campaign to drive leads.

'Noise Annoys', an integrated campaign from The Think Tank did this, securing **118 marketing qualified leads** centred around proprietary research, combining PR, digital advertising and direct marketing.

The data shows Britain's poorly acoustically designed workspaces mean most employees are delivering poor quality work and only one in five workers think that their bosses have done enough to combat excessive noise.

Noise Annoys was a successful integrated campaign with Oscar Acoustics' **revenue growing by 33%**, which they attributed **70% of directly to the campaign**, the equivalent of just **over £1m delivering an ROI of 25:1**.



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.

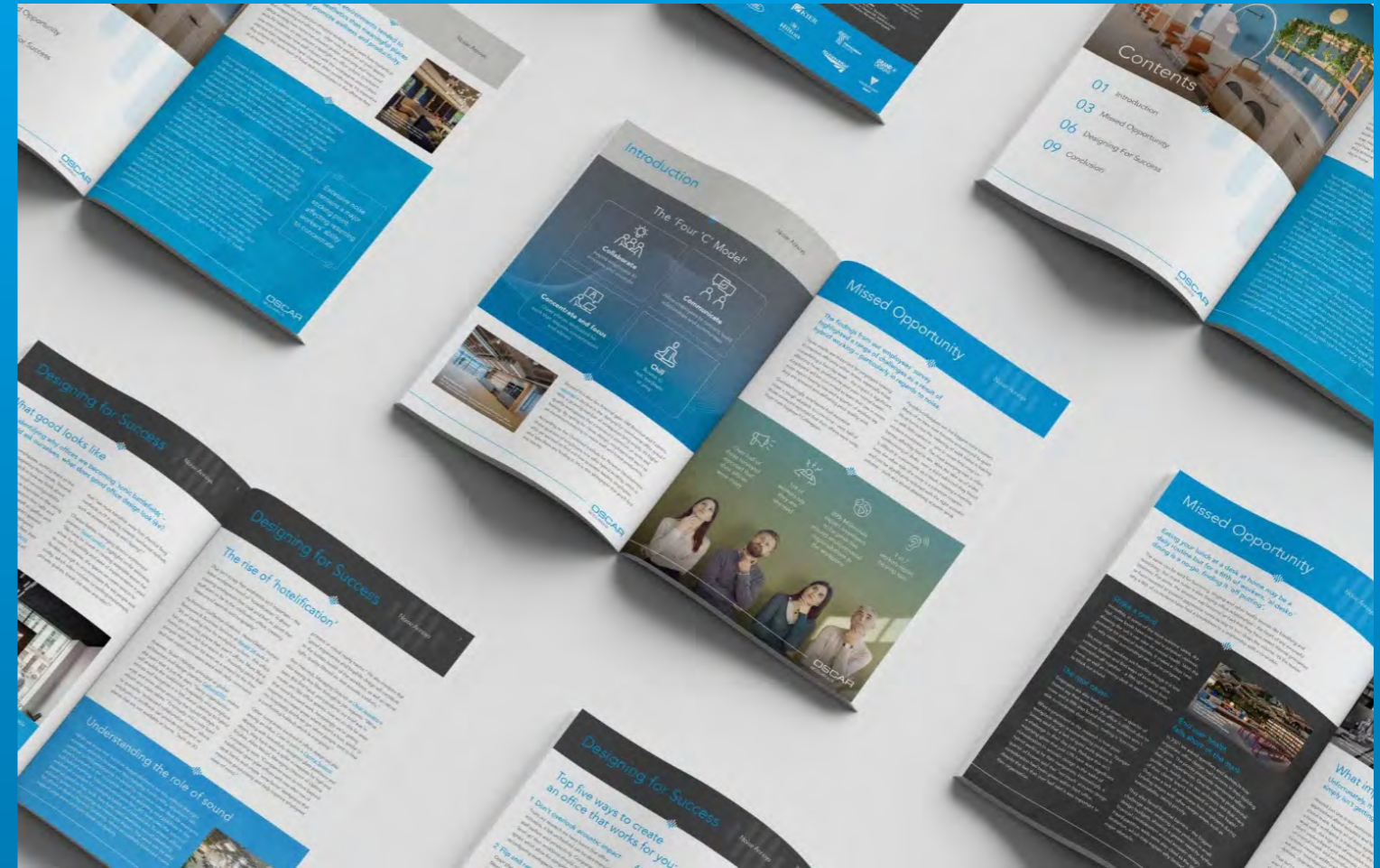
Those downloading the gated content would be entered into a nurture journey. To make this work, the hero content had to be compelling, and so we created 'Noise Annoys'

Insights

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.

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



Implementation

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 though 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

We combined paid social, direct marketing, organic social and PR to gain traction and deliver engagement. This included 5 press releases and 7 opinion pieces, LinkedIn promotion and an email nurture journey for those who downloaded the whitepaper.

NOISE ANNOYS

Results

Noise Annoys was a highly successful integrated campaign. It delivered **118 leads** and during the campaign period client revenue **increased by a third**, which they accredited **70% was down to the campaign**. An amazing result with a **ROI of 25:1**.



118
Leads Generated



25:1
ROI Rate



33%
Revenue Increase

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



“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