



**IMPACT REPORT:**  
**THE BUSINESS**  
**SPRINKLER ALLIANCE**  
**ONLINE CPD**

**FABRICK IS AN AWARD - WINNING MARKETING SPECIALIST FOR THE BUILT ENVIRONMENT. OUR CLIENTS INCLUDE CONTRACTORS, CONSULTANTS, DEVELOPERS, ARCHITECTS, HOUSE BUILDERS, MANUFACTURERS, TRADE BODIES AND OTHER SPECIALIST INDUSTRY CLIENTS.**

We use our 34 years of industry knowledge, connections and marketing expertise to advise clients how to best meet their marketing objectives. This is achieved through the creation of research, online and offline content, events and collateral that together enables our clients to tell their story in a way that inspires, influences and creates brand engagement.

Our in-house teams work together to combine their strategic, PR, social, digital, creative, copywriting and research skills to produce and execute tailored campaigns and strategies that enable our clients to achieve their goals.

**We are not your usual marketing agency. We understand the built environment. We understand how to inspire, engage and influence. We Are Fabrick.**



## ABOUT BSA

**THE BUSINESS SPRINKLER ALLIANCE (BSA) IS A NOT-FOR-PROFIT ORGANISATION WHOSE KEY AIM IS TO PROMOTE RESEARCH, EDUCATION AND AWARENESS SURROUNDING FIRE PROTECTION SYSTEMS, SUCH AS SPRINKLERS, AND THEIR WIDER ACCEPTANCE WITHIN BUILDING REGULATIONS. THEY WANT TO ADDRESS MYTHS THAT SURROUND SPRINKLERS AND AIM TO:**

- Deliver robust information and insight into the benefits of fire sprinklers and the critical importance of fire prevention.
- Increase consideration of fire sprinklers with those who design, construct and approve new business buildings.
- Ensure business decision makers appreciate the role that fire sprinklers can play in physical and commercial resilience.
- Continue dialogue with regulators and legislators to review existing evidence and law, supporting the sprinkler case.
- Drive widespread awareness of fire sprinklers to effect a culture change for their acceptance and adoption.

# THE BRIEF

BSA asked Fabrick to create a campaign that would educate and inform its many audiences on the benefits of automatic sprinklers.

As BSA is a not-for-profit organisation, a cost-effective solution was needed.



# THE CHALLENGES

## CONTENT

To help encourage professionals to want to learn about sprinklers, the content needed to be valuable, relevant and enticing.

## TIME

When thinking of a solution, Fabrick considered the time required by BSA and their team to create and deliver the educational content needed.

## COST

The cost to produce, deliver and promote the educational content.

## FORMAT

A flexible format was needed to create the material. It had to be cost effective as well as the ability to be updated as required.

# THE AUDIENCES

**IDENTIFYING WHO IS THE SINGLE MOST IMPORTANT DECISION MAKER WHEN IT COMES TO SPECIFYING FIRE PROTECTION SYSTEMS, SUCH AS SPRINKLERS, IS A REAL CHALLENGE FOR THE BSA.**

So many different parties are involved in the design, specification and construction of a building and – despite research by the BSA – it is unclear as to who is the key influencer. The client or developer who is paying for the building is the ultimate decision maker but there are many parties that influence the client/developer. Further decisions are often made based on a lack of understanding. For example, many people believe that creating a building that meets regulations means it is protected and safe – this is not the case. Unconscious decision making by the client/developer following discussion with the supply chain therefore often results in key elements such as sprinkler systems being left out of a building as they are deemed unnecessary or too costly.

Therefore, when it comes to fire protection, key audiences have been defined as clients, developers, architects, consultants, surveyors, building control and contractors, as each has the opportunity to influence decision making.

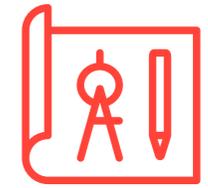
In addition, following research conducted by the BSA with commercial property owners and developers, there are many myths that need addressing. As such, the BSA aims to educate not only property owners and developers but also the supply chain that can influence their decision making.



**CLIENTS**



**DEVELOPERS**



**ARCHITECTS**



**CONSULTANTS**



**SURVEYORS**



**BUILDING CONTROL**



**CONTRACTORS**



**PROPERTY OWNERS AND DEVELOPERS**



**SUPPLY CHAIN**

# THE SOLUTION

**FABRICK'S SOLUTION WAS FOR THE BSA TO PRODUCE CPD MATERIAL. THIS WOULD ALLOW PROFESSIONALS TO GAIN VALUABLE CPD POINTS WHILST BEING EDUCATED, AND THROUGH ITS PROFESSIONAL ASSOCIATION, WOULD ENTICE BSA'S AUDIENCES TOWARDS THE CONTENT.**

Having investigated the possibility of arranging half-day CPD events, it became apparent that asking professionals to give up their time to leave their office/site environment was a difficult expectation. This, teamed with the fact that the BSA is a not-for-profit organisation and does not have any employees (all of the committee provide their time for free), meant that having a spokesperson travel round the country to deliver the CPD module in office/practice was not feasible.

Fabrick's solution was to deliver the CPD content as an online module. By having the CPD hosted online, users were invited to 'take 20

minutes to watch' in their own time – whether during their commute or relaxing with a cup of tea of an evening.

To provide a cost-effective method of presentation production, Fabrick produced an advanced PowerPoint presentation with animation, graphics and a voiceover to create a video file.

The CPD module was embedded into the BSA website to encourage viewers to, once having watched the CPD, explore the rest of the website and find out more about sprinklers, business resilience etc.



Website graphic

To generate as many views as possible, the content wasn't gated but instead was freely available. However, data capture was available by way of those individuals who requested a CPD certificate once they had watched the video and completed a short online test.

To drive views, Fabrick created a digital strategy with the focus being paid and organic social, supported with email marketing.

## THE TARGET

FABRICK WAS SET A TARGET OF ACHIEVING **2,500 VIEWS** WITHIN THE FIRST THREE MONTHS OF THE CAMPAIGN LAUNCH.

## THE RESULTS

WITHIN THREE MONTHS WE ACHIEVED **10,186 VIEWS**

# WE ALSO ACHIEVED:

**BEST DIGITAL CAMPAIGN  
AT THE 2019 CONSTRUCTION  
MARKETING AWARDS**

**cma**  
construction marketing  
AWARDS 2019  
**WINNER**

**Best Digital  
Campaign**

**10,186 CPD views**  
(3,435 on YouTube  
& 6,751 from  
LinkedIn ads).

Users on social  
increased  
by 190.3%,  
new users by  
224.6%, sessions  
by 264.2%  
and average  
session duration  
increased by  
35.16% from  
social traffic within  
month 1 alone.

Organisations that have  
completed the CPD and  
requested certificates  
include Arup, Gensler  
architects, London Borough  
of Southwark, London Fire  
Brigade, Assent Building  
Control, Mace, CBRE,  
Goodman.

**51.5% increase**  
in social  
impressions and  
**45.3%** in social  
engagement.

The Twitter ads, targeted at both lookalike audiences and GDPR compliant email databases, achieved a huge total of 109,828 impressions, 360 engagements and 299 link clicks to the BSA website, encouraging people to find out more about the CPD initiative.

Paid LinkedIn ads were set-up with the goal of video views, which led to 6,751 CPD views with a low cost of £0.07 per view. This method alone achieved 28,503 impressions in total – again targeted at a relevant audience, as evidenced from the number of views and CPD data capture.

A cost per view of £0.63 (including creation, management and ad spend) was achieved. Fabrick calculated the average cost of a face-to-face CPD event would be £52 pp.

The biggest traffic driver to the CPD-dedicated landing page was social media, accounting for 71% of clicks.

The CPD has been so well received that numerous organisations have promoted the module internally - insurer Allianz, Birmingham City University, various fire brigades and more.

A considerable time saving as delivering face-to-face CPDs to 10,186 individuals would have taken several months.

# THE FEEDBACK



This is exactly the type of effort that we selected Fabrick to help us deliver. We pressed to use the traditional route of face-to-face educational sessions. However, Fabrick helped us to see that an online format that considered the right audiences would help us to generate the maximum impact in terms of reach and message. This campaign has taken materials and helped to extend their reach and elevated their execution. It has generated additional benefits in terms of the recognition of our messages. Key amongst these has been that the CPD has generated interest in research and collateral that we already possess to position us as a source of quality material and ideas.

**TOM ROCHE, SENIOR CONSULTANT,  
FM GLOBAL (FUNDERS OF THE BSA)**



**GOSH! THIS  
IS A REALLY  
COST -  
EFFECTIVE  
CAMPAIGN!**

**THE JUDGES,  
2019 CONSTRUCTION  
MARKETING AWARDS**

**WANT AN  
ONLINE CPD?**

**CONTACT THE FABRICK TEAM NOW**

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