



BMJ Awards - Marketing Initiative of the Year: CITY PLUMBING - ENERGY EFFICIENCY CAMPAIGN

2022 has seen unprecedented demand for the need to support installers and homeowners on their Energy Efficiency journeys.

To support the business focus on prioritising the growth and education required in this market, City Plumbing launched a new Energy Efficiency website: eecityplumbing.co.uk. A digitally focussed, multichannel campaign consisting of a combination of display, paid social and digital audio advertising were used to acquire traffic across both trade installer and homeowner sectors.

The performance and engagement exceeded our expectations and projections, with audiences across both segments highly engaged and involved in digital conversations on the topic. During the first quarter, the best performing display creative concluded with a 1.74% click through rate, proportionally above our average, and a 172% increase over our benchmark performance.

The digital audio channel made its debut trial for City Plumbing, and finished the burst with over 139,000 completes and a listen through rate of 97.76%, performing at 15% above the industry channel benchmark. We've ended the quarter with 11,500 total footfall visits to branch recorded, showing the high relevancy and positive impact digital marketing also has on branches across our multichannel audience.

The social campaign finished with over 24,000 landing page views, with cost per landing page view at 30% below spend expectation.

Based on the tremendous success we've seen from this campaign, we've continued to invest across the best performing acquisition channels, with the addition of YouTube entering the marketing mix for the next phase. The engagement and performance we've seen from our launch activity has been extremely encouraging and well received by our audiences, providing us with a real insight into the opportunity within the Energy Efficiency sector and a fantastic perspective in to how effective our digital channels can be for City Plumbing.

Creative:



ENERGY EFFICIENCY AT CITY

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