

UK BIM Alliance PR Case Study

Brief

The Built Environment industry is made up of around 4 million people, with over 95% of them working in SMEs. The UK BIM Alliance's mission is to make **BIM Level 2 business-as-usual**.

The organisation's goal is to take a **leadership position** in ensuring 80% adoption by 2020. It worked with Whiteoaks to demonstrate the value of a digitally-led industry where all players understand, adopt, collaborate and **showcase best practice using BIM Level 2**.

Approach

Whiteoaks created a campaign to align with UK BIM Alliance's objectives, consisting of:

- An influencer relations strategy to reach agreed audiences
- Social media management
- A comprehensive thought leadership strategy

The campaign **rallied audiences across the built environment** to inform them of the rationale and benefits of adopting BIM Level 2, and find ways to help them endorse it to their peers and colleagues and partner ecosystem.

Whiteoaks also worked with the UK BIM Alliance team to **refine and strengthen messaging**



and positioning, and built the profile of key members of the alliance through thought leadership opportunities with top tier industry press.



Client
UK BIM Alliance

Project
PR Campaign:
"Lights On"

Industry
Built Environment

Headline Results
107% of the media
campaign target
achieved

50.5% increase in
Twitter and 259%
increase in LinkedIn
community sizes

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Results

During the campaign, Whiteoaks achieved **107% of the campaign target** set.

Through social media outreach, Whiteoaks increased the size of the UK BIM Alliance's Twitter and LinkedIn communities by **50.5% and 259%** respectively. A Twitter **engagement rate averaged at 1.7%**, compared with the industry average of 0.5%.

"Whiteoaks' strategic council combined with their industry knowledge, extensive media relationships and digital expertise. The team delivered impactful results which positioned the UK BIM Alliance as the leading authority on BIM Level 2 adoption."
Pam Bhandal, Events and PR Lead at UK BIM Alliance



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