

Case Study

How to spark curiosity



Conscious Communications is an award winning agency delivering bespoke public relations and marketing solutions, with a strong sense of social responsibility.

The Objective: Lead generation and sales

The agency's goal was to build local awareness and drive event registrations for the FIRST Lego league competition, a STEM challenge for primary schools within Peterborough and the surrounding area.

The Message: A unique STEM school challenge

Conscious Comms used National World Ad Manager's geographical and audience targeting to reach parents of primary school aged children in the region.



The Result: The numbers speak for themselves

 **29%**

Increase in
Brand
Preference

 **17%**

Increase in
Intent to Buy

The Feedback

“Very happy with what the campaign managed to achieve, being able to use the National World network was really useful for supplementing our PR activity and penetrating the local community with the amazing FIRST Lego League competition. The team was knowledgeable and helped us to make the most of the campaign.”

Gemma Cooper, Senior PR & Marketing Executive