



AWARENESS CASE STUDY

# ZEKELMAN INDUSTRIES: MAKE IT HERE

## BACKGROUND

Zekelman Industries wanted to raise its voice to advocate for domestic manufacturing as COVID-19 and political disruption dominated headlines in 2020. This was a message relevant to a much larger audience than its typical market, and the brand needed an awareness-driven media and marketing plan as bold and expansive as its message.

We created the The Zekelman Industries "Make It Here" campaign as a voice of strength and optimism during a time of great disruption to the manufacturing sector.

The media buy included placements in major magazines, radio, localized OOH signage, newspapers and more. The comprehensive coverage across many mediums allowed Zekelman's voice to be heard by hundreds of thousands of people, including strong influencers.

**DEAR  
AMERICA,  
LET'S  
MANU-  
FACTURE  
A BETTER  
FUTURE.  
LET'S MAKE IT HERE.**

# INSIGHTS & STRATEGY

In recent decades, the number of manufacturing jobs sent overseas has continuously increased; this is a known and real problem within the manufacturing community. With the onset of COVID-19, the industry at large was forced to face the reality of problems stemming from a largely global supply chain.

We primarily focused on print and radio, two mediums that we know our target audience utilizes, at both a national and regional level. Bold, straightforward messaging spoke directly to our audience. Our end goal was to attract and partner with companies that share Zekelman's purpose, in order to amplify this message.

## CONCEPT

To navigate the noise and fear of a global crisis, we recommended Zekelman broadcast its brand purpose with bold conviction:

**Make it here.** Whoever you are, whatever you make, do it domestically.

Our ultimate goal was to ignite conversation and drive demand by galvanizing the market with messages about easier, cleaner, greener, smarter and more precise ways to build and manufacture right here in North America.



IS \$116 BILLION  
REALLY TOO  
MUCH TO ASK?



LET'S LOOK  
FOR "MADE IN  
THE USA."



# EXECUTION

The media strategy included print in national publications such as Fortune, Fast Company, The Wall Street Journal, Forbes and Entrepreneur.

It also included a regional print buy in 13 markets, plus OOH ads in seven major markets.

This multi-media effort was rounded out with digital advertising plus a 30-second radio ad that ran nationally.



# RESULTS

## MAJOR AWARENESS IMPACT:

The campaign generated over **300M** impressions, creating engagement and new conversations with existing customers, prospects and a broader audience.

## INCREDIBLE ROI:

Our media plan garnered a return of **5X** the value of the paid media investment.

## TRAFFIC BOOSTER:

During the campaign, Zekelman's web traffic was up **3X** vs base.

## AWARD-WINNING:

The "Make it Here" campaign has been recognized by **3 awards programs** including the Horizon Interactive Awards, B2B Marketing's Elevation Awards and the 2021 B2 Awards.

[CLICK HERE TO WATCH THE CAMPAIGN VIDEO](#)

[CLICK HERE TO HEAR THE RADIO SPOT](#)

