Construction Industry Market Analysis
Anicca Digital

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Introductions

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About Anicca

2007
Est

27
Crew

45+
Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

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Methodology

Utilising some of the top industry tools, Anicca have put together a competitor/market analysis piece for 30 of the biggest Construction businesses in the UK:

On a national level, we have highlighted:
- **The market as a whole**
- **Marketing channels & Leaders**
- **Audience & Demographics**
- **Personas**
- **Creative Overview (B2B & B2C)**

Although the biggest construction companies may not directly apply to your business, the methodology is consistent throughout, meaning we are able to run the same report against you and your competition, which we are offering for **FREE** to all attendees today.

Market Overview

Similarweb Data

Top Performing (active projects)

Position	Company name
1	Morgan Sindall Group
2	Kier Group
3	Royal BAM Group
4	ISG
5	Bowmer & Kirkland
6	Wates Group
7	Willmott Dixon Holdings
8	VolkerWessels
9	Winvic Group
10	Laing O'Rourke
11	Graham Construction
12	ENGIE
13	Hill Partnerships
14	VINCI Construction UK
15	Skanska UK

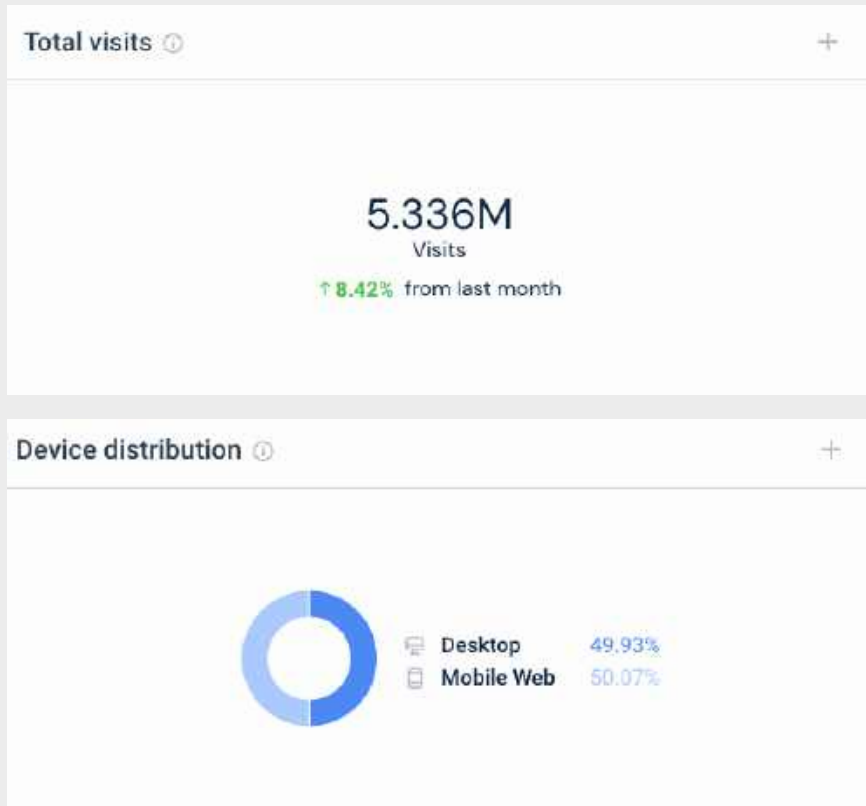| Position	Company name
16	Galliford Try
17	Balfour Beatty
18	John Sisk & Son
19	McAleer & Rushe
20	Mclaren Construction Group
21	Sir Robert McAlpine
22	Buckingham Group Contracting
23	Henry Construction Projects
24	GMI Construction Group
25	TSL Projects
26	Costain Group
27	Mace
28	JRL Group
29	HG Construction
30	Ardmore Group

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Top Performing (Site traffic Sep 22)

	Domain (30)	Traffic Share ↓	MoM traffic change	Country Rank	Monthly Visits	Unique Visitors	Quarterly Change	Desktop vs Mobile
1	macegroup.com	12.39%	↑ 18.45%	#29,959	58,771	20,527	↑ 53.97%	76.9% ▬ 23.1%
2	kier.co.uk	11.81%	↑ 80.44%	#27,166	56,035	28,355	↑ 90.89%	47.9% ▬ 52.1%
3	wates.co.uk	11.30%	↑ 16%	#37,922	53,625	18,481	↑ 62.79%	58.6% ▬ 41.4%
4	morgansindall.com	11.01%	↑ 9.02%	#36,771	52,241	13,403	↑ 10.2%	70.4% ▬ 29.6%
5	isgltd.com	5.50%	↓ 2.35%	#54,615	26,098	9,768	↑ 14.14%	74.0% ▬ 26.0%
6	skanska.co.uk	4.77%	↑ 27.71%	#75,970	22,629	10,561	↓ 1.03%	53.7% ▬ 46.3%
7	willmottdixon.co.uk	4.68%	↓ 20.93%	#81,393	22,187	14,510	↑ 40.24%	42.8% ▬ 57.2%
8	balfourbeatty.com	4.01%	↓ 7.15%	#97,868	19,031	11,678	↓ 15.63%	49.4% ▬ 50.6%
9	laingorourke.com	4.00%	↑ 25.55%	#65,337	18,967	10,663	↑ 7.85%	37.6% ▬ 62.4%
10	hill.co.uk	3.98%	↓ 22.11%	#76,463	18,893	11,612	↓ 26.78%	36.1% ▬ 63.9%
11	costain.com	3.13%	↓ 11.37%	#102,491	14,869	6,946	↑ 6.75%	51.3% ▬ 48.7%
12	tslprojects.com	3.02%	↑ 1,195.93	#244,541	14,346	< 5,000	↑ 96.64%	6.8% ▬ 93.2%
13	srm.com	2.44%	↑ 23.08%	#115,255	11,599	6,106	↓ 10.31%	29.2% ▬ 70.8%
14	graham.co.uk	2.43%	↑ 12.52%	#182,399	11,532	< 5,000	↓ 4.42%	61.1% ▬ 38.9%
15	engie.com	2.41%	↓ 25.7%	#172,443	11,453	6,955	↓ 4.64%	52.5% ▬ 47.5%

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Top Performing (Site traffic Sep 22)

	Domain (30)	Traffic Share ↓	MoM traffic change	Country Rank	Monthly Visits	Unique Visitors	Quarterly Change	Desktop vs Mobile	
16	gallifordtry.co.uk	2.16%	↓ 17.39%	#147,614	10,268	5,908	↑ 14.07%	43.1%	56.9%
17	mclarengroup.com	2.08%	↑ 39.61%	#144,255	9,879	5,869	↑ 39.34%	28.9%	71.1%
18	vinciconstruction.co....	1.38%	↓ 24.54%	#273,467	6,560	< 5,000	↑ 50.74%	28.2%	71.8%
19	mcaleer-rushe.co.uk	1.33%	↑ 1.38%	#225,608	6,296	< 5,000	↑ 226.49%	34.1%	65.9%
20	henryconstruction.c...	1.16%	↑ 932.89%	#312,497	5,493	< 5,000	↑ 90.6%	13.3%	86.7%
21	winvic.co.uk	1.08%	↓ 57.21%	#321,430	5,120	< 5,000	↓ 55.75%	45.4%	54.6%
22	hgconstruction.co.uk	1.07%	↓ 7.93%	#345,088	5,084	< 5,000	↓ 1.39%	16.4%	83.6%
23	bam.com	0.55%	↓ 56.18%	#565,118	< 5,000	< 5,000	↑ 101.14%	18.5%	81.5%
24	johnsiskandson.com	0.48%	↓ 52.87%	#572,482	< 5,000	< 5,000	-	66.8%	33.2%
25	bandk.co.uk	0.42%	↓ 55.28%	#591,988	< 5,000	< 5,000	↓ 64.02%	45.3%	54.7%
26	jrlgroup.co.uk	0.40%	↓ 18.71%	#649,456	< 5,000	< 5,000	↓ 53.05%	42.7%	57.3%
27	buckinghamgroup.c...	0.37%	↑ 195.82%	#601,859	< 5,000	< 5,000	↓ 4.97%	100%	0%
28	ardmoregroup.co.uk	0.23%	↓ 62.52%	#821,347	< 5,000	< 5,000	↑ 115.19%	83.6%	16.4%
29	volkerwessels.co.uk	0.20%	↓ 68.64%	#844,168	< 5,000	< 5,000	↓ 36.2%	32.8%	67.2%
30	gmiconstructiongro...	0.20%	↓ 5.88%	#868,554	< 5,000	< 5,000	↑ 26.82%	46.3%	53.7%

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Quick Market Stats (Aug 21 - Sep 22)

Total visits ⓘ   +

5.336M
Visits
↑ 8.42% from last month

Device distribution ⓘ   +

🖥 Desktop   49.93%
📱 Mobile Web   50.07%

Market size
📅 Sep 2022 🖥 Desktop

82,553
Unique Visitors

↑ **23.99%** ⓘ
Quarterly Change

🇬🇧 **0.3%** ⓘ
Popularity Score

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Visit Duration vs Bounce Rate

Show industry average ⓘ

Visits Duration ▼ vs. Bounce Rate ▼

Bounce Rate 54.65% Visits Duration 00:01:35

kier.co.uk

isgltd.com

macegroup.com

morgansindall.com

laingorourke.com

willmottdixon.co.uk

skanska.co.uk

hill.co.uk

balfourbeattyk.com

VISITS DURATION

00:04:35
00:03:45
00:02:55
00:02:05
00:01:15

35%   37.5%   40%   42.5%   45%   47.5%   50%   52.5%   55%   57.5%   60%   62.5%

BOUNCE RATE

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Traffic Over The Year (Aug 21 - Sep 22)

Legend: ☑ kier.co.uk ☑ wates.co.uk ☑ macegroup.com ☑ morgansindall.com ☑ balfourbeatty.com ☑ laingorourke.com ☑ skanska.co.uk ☑ costain.com ☑ hill.co.uk ☑ willmottdixon.co.uk

Similarweb data
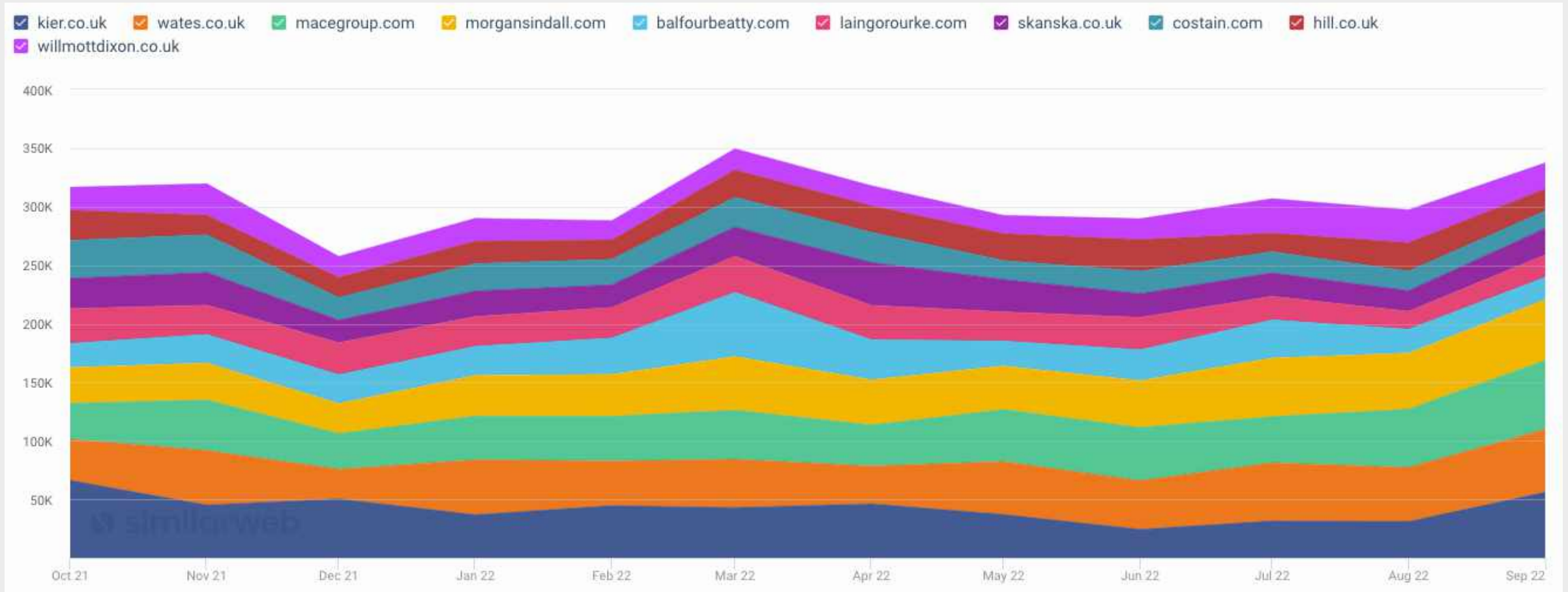
Market overview

Traffic Over The Year (Oct 21 –Sep 22)

☑ kier.co.uk ☑ wates.co.uk ☑ macegroup.com ☑ morgansindall.com ☑ balfourbeatty.com ☑ laingorourke.com ☑ skanska.co.uk ☑ costain.com ☑ hill.co.uk
☑ willmottdixon.co.uk

October 2021

Domain	Traffic share
● willmottdixon.co....	19.5K
● hill.co.uk	25.9K
● costain.com	32.4K
● skanska.co.uk	25.9K
● laingorourke.com	29.4K
● balfourbeatty.com	20.7K
● morgansindall.c...	30.7K
● macegroup.com	30.4K
● wates.co.uk	35.2K
● kier.co.uk	66.3K

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Traffic Over The Year (Oct 21 –Sep 22)

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Summary

- The market overview report helps us determine who the best performing businesses are for our selected industry.

- The data helps us understand which businesses are worth comparing to, and which are "up and coming".

- We can quickly see the size of the overall compared market.

- We can determine which businesses websites perform well, as compared to our own.

- We can see any traffic trends through the year, helping us understand when it's most and least important to be utilising marketing spend.

Similarweb data

Marketing Channels

Similarweb Data

Marketing Channel Overview (Oct 21 –Sep 22)

30 Businesses Combined

hill.co.uk

Isgltd.com

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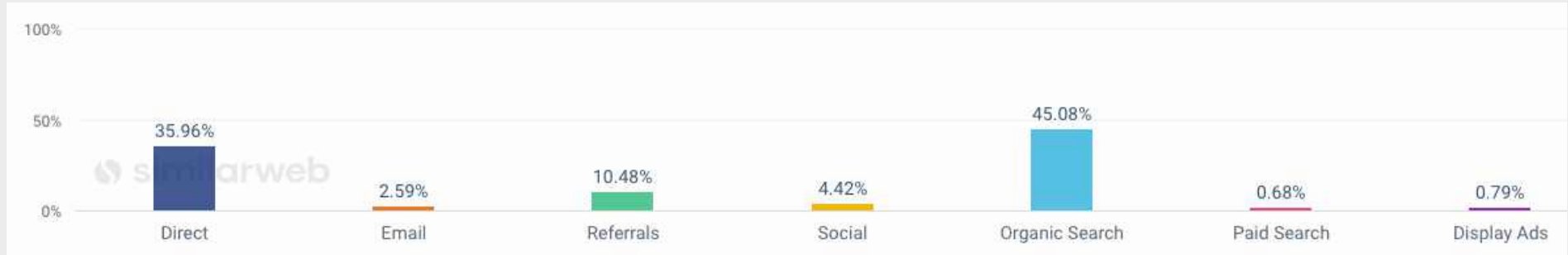
Marketing Channels (Oct 21 –Sep 22)

	Traffic Source (171)	Source Type	Global Rank	↓ Traffic Share	Change
1	G Google Search	Search / Organic	#1	43%	↑ 17.09%
2	Direct	Direct	-	38%	↑ 11.34%
3	⊞ microsoftonline.com (2)	Referral	#35	3%	↑ 158.36%
4	in LinkedIn	Social	#18	2%	↑ 9.81%
5	⊞ sharepoint.com (4)	Referral	#57	2%	↑ 9.12%
6	Email	Email	-	2%	↑ 8.25%
7	Image Search	Search / Organic	-	1%	↓ 24.3%
8	uk.indeed.com	Referral	#45	1%	↑ 134.15%
9	bridgend.gov.uk	Referral	#359,016	1%	↑ 407.41%
10	DuckDuckGo	Search / Organic	#43	1%	↓ 26.73%
11	G Google Search	Search / Paid	#1	1%	↑ 11.67%
12	Syndicated Search	Search / Organic	-	0.38%	↑ 214.89%
13	gradcracker.com	Referral	#94,954	0.31%	-
14	Youtube	Social	#2	0.3%	↓ 37.75%
15	Yahoo Search	Search / Organic	#13	0.26%	↓ 53.16%
16	Q Bing Search	Search / Organic	#31	0.24%	↓ 79.24%

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Organic Traffic Trend (Oct 21 –Sep 22)

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Organic Traffic Leaders (Sep 22)

	Domain (29)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	wates.co.uk	20.40%		↑ 68.85%	#792...	23.2K	00:02:25	2.99	48.06%
2	kier.co.uk	12.18%		↑ 86.92%	#565...	13.8K	00:01:57	2.48	47.66%
3	macegroup.com	12.16%		↑ 34.78%	#216...	13.8K	00:04:47	3.93	51.62%
4	BB balfourbeatty.com	7.05%		↑ 27%	#993...	8K	00:01:03	2.59	60.94%
5	isgltd.com	6.09%		↓ 25.88%	#746...	6.9K	00:03:28	4.92	38.62%
6	willmottdixon.co.uk	5.24%		↓ 21.23%	#108...	5.9K	00:02:12	1.96	56.74%
7	morgansindall.com	4.50%		↑ 79.13%	#743...	5.1K	00:00:47	1.80	60.50%
8	hill.co.uk	3.37%		↓ 37.33%	#127...	3.8K	00:01:02	2.17	49.54%
9	engie.com	3.03%		↓ 50.63%	#149...	3.4K	00:00:47	1.87	69.87%
10	gallifordtry.co.uk	2.87%		↑ 98.56%	#235...	3.3K	00:04:05	3.35	44.24%

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Direct Traffic Trend (Oct 21 –Sep 22)
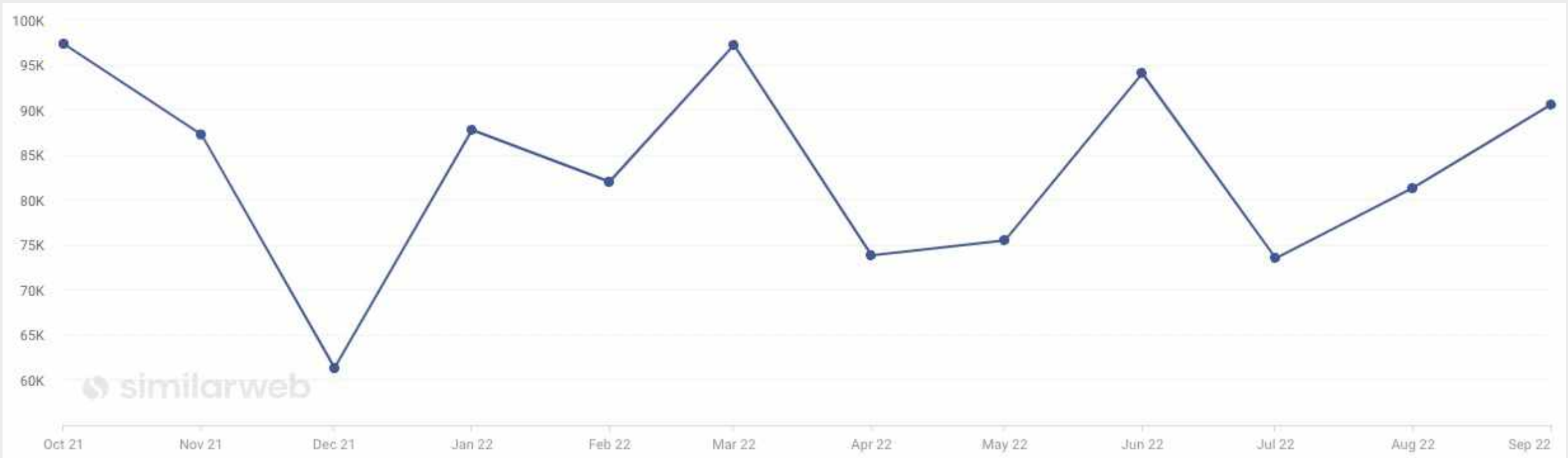
Direct Traffic Leaders (Sep 22)

	Domain (28)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	macegroup.com	30.36%		↑ 13.16%	#216...	27.5K	00:04:45	3.53	44.51%
2	morgansindall.com	23.04%		↑ 79.95%	#743...	20.9K	00:04:35	3.64	18.42%
3	kier.co.uk	8.30%		↑ 148.36%	#565...	7.5K	00:12:35	9.70	35.68%
4	wates.co.uk	7.39%		↓ 40.01%	#792...	6.7K	00:02:50	2.06	63.08%
5	costain.com	5.18%		↑ 19.25%	#133...	4.7K	00:02:03	3.13	24.09%
6	laingorourke.com	4.38%		↑ 57.93%	#851...	4K	00:03:59	8.71	41.56%
7	skanska.co.uk	3.86%		↓ 9.92%	#120...	3.5K	00:04:11	3.75	47.50%
8	isgltd.com	3.31%		↓ 4.38%	#746...	3K	00:02:29	4.91	40.89%
9	willmottdixon.co.uk	2.77%		↓ 6.56%	#108...	2.5K	00:06:27	2.09	48.07%
10	engie.com	2.00%		↑ 248%	#149...	1.8K	00:02:47	2.71	20.69%

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Referral Traffic Trend (Oct 21 –Sep 22)

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Referral Traffic Leaders (Sep 22)

	Domain (18)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	▰ kier.co.uk	20.14%		↑ 406.65%	#565...	5.3K	00:01:46	2.88	14.98%
2	▰ morgansindall.com	19.17%		↓ 2.97%	#743...	5.1K	00:05:37	5.39	56.59%
3	5▮ skanska.co.uk	15.84%		↑ 110.75%	#120...	4.2K	00:02:44	4.73	14.17%
4	▰ isgltd.com	14.25%		↑ 290.92%	#746...	3.8K	00:05:01	6.27	31.99%
5	▰ graham.co.uk	13.22%		↑ 320.12%	#285...	3.5K	00:00:14	1.47	76.63%
6	▮ macegroup.com	5.54%		↑ 6.11%	#216...	1.5K	00:01:45	3.64	59.17%
7	▾ willmottdixon.co.uk	2.75%		↑ 331.27%	#108...	726	00:00:00	1.00	100%
8	℮ engie.com	2.21%		↓ 6.14%	#149...	585	00:01:27	3.29	37.92%
9	▰ costain.com	2.05%		↑ 74.08%	#133...	542	00:06:19	9.28	-
10	▰ gallifordtry.co.uk	1.23%		↓ 5.63%	#235...	324	00:02:32	7.64	56.71%

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Social Traffic Trend (Oct 21 –Sep 22)

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Social Traffic Leaders (Sep 22)

	Domain (12)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	isgltd.com	38.56%		↑ 0.44%	#746...	4.3K	00:02:24	5.79	47.12%
2	macegroup.com	21.82%		↓ 18.43%	#216...	2.4K	00:02:17	5.19	29.14%
3	wates.co.uk	14.38%		↑ 29.54%	#792...	1.6K	00:00:23	2.43	58.18%
4	morgansindall.com	9.66%		↑ 78.34%	#743...	1.1K	00:14:09	7.69	-
5	laingorourke.com	5.33%		↑ 47.65%	#851...	593	00:04:53	7.42	1.85%
6	willmottdixon.co.uk	2.74%		↑ 1,370.54	#108...	305	00:00:00	1.00	100%
7	srm.com	2.53%		-	#168...	282	00:04:47	11.00	-
8	graham.co.uk	1.81%		-	#285...	201	00:01:40	3.00	-
9	engie.com	1.59%		-	#149...	177	00:00:10	2.00	-
10	hill.co.uk	1.19%		↓ 82.26%	#127...	133	00:00:00	1.00	100%

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Traffic Leaders

Paid Search Traffic Trend (Oct 21 –Sep 22)

Paid Search Traffic Leaders (Sep 22)

	Domain (1)	Traffic Share ↓	Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	⊞ hill.co.uk	100%	↑ 11.67%	#127...	1.7K	00:01:56	4.26	44.19%

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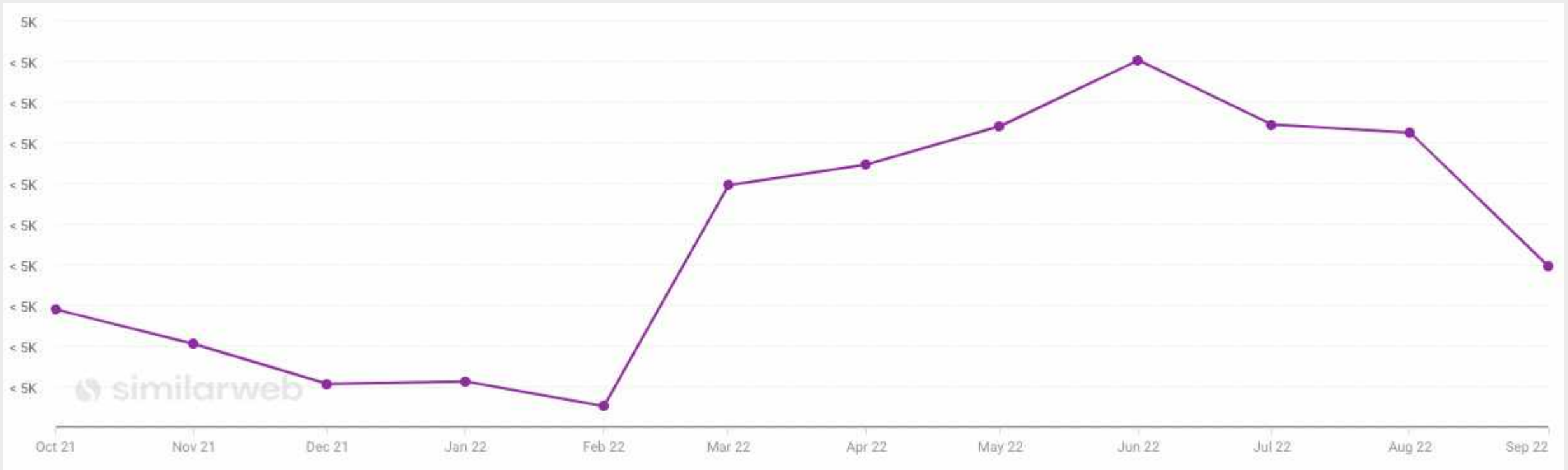
Display Traffic Leaders (Sep 22)

	Domain (3)	Traffic Share ↓	Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	morgansindall.com	46.80%	↓ 74.3%	#743...	929	00:04:13	3.94	-
2	buckinghamgroup....	45.27%	-	#695...	899	00:00:00	1.00	100%
3	kier.co.uk	7.93%	-	#565...	157	00:00:00	1.00	100%

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Summary

- The marketing channels report gives us a very quick snapshot of exactly which digital channels are most important for businesses in our comparison.

- We can also see the marketing sources that provide this traffic, giving us a strong indication of which digital activities we should be performing.

- We're able to spot trends in traffic for each individual digital channel, giving us a much clearer picture of when to utilise those channels most effectively.

- We can see exactly which businesses' strategies to review first from the "traffic leaders" reports, based on who is performing best on each channel.

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Audience Overview

Similarweb Data

Geography overview

Geography (Sep 21)

	Country	Traffic Share	Visits	Growth	Change	Avg. Visit Du...	Pages per Vi...	Bounce Rate
1	United Kingdom	47.38%	251,826	-	-	00:04:02	3.72	46.87%
2	France	11.73%	62,343	-	-	00:02:47	4.66	52.99%
3	United States	4.95%	26,291	-	-	00:01:52	2.75	62.55%
4	Belgium	4.27%	22,682	-	-	00:05:31	5.81	43.55%
5	Netherlands	3.12%	16,600	-	-	00:04:05	6.50	51.14%
6	India	2.90%	15,404	-	-	00:03:06	4.16	32.46%
7	United Arab Emirates	2.78%	14,784	-	-	00:06:16	5.17	36.57%
8	Italy	1.84%	9,792	-	-	00:01:14	3.58	28.63%
9	Brazil	1.77%	9,428	-	-	00:02:31	3.54	57.20%
10	Germany	1.56%	8,310	-	-	00:07:51	3.25	32.46%
11	Australia	1.24%	6,593	-	-	00:02:30	2.67	60.09%
12	Saudi Arabia	1.18%	6,262	-	-	00:05:46	6.03	10.43%
13	Canada	1.07%	5,695	-	-	00:24:08	19.09	28.10%
14	Romania	1.00%	5,302	-	-	00:00:37	2.94	43.67%
15	China	0.96%	5,113	-	-	00:07:38	6.25	45.27%

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Geographical Growth (Oct 21 –Sep 22)

- France
- Germany
- Italy
- Netherlands
- Spain
- United Kingdom
- United States

Similarweb data

Demographic overview
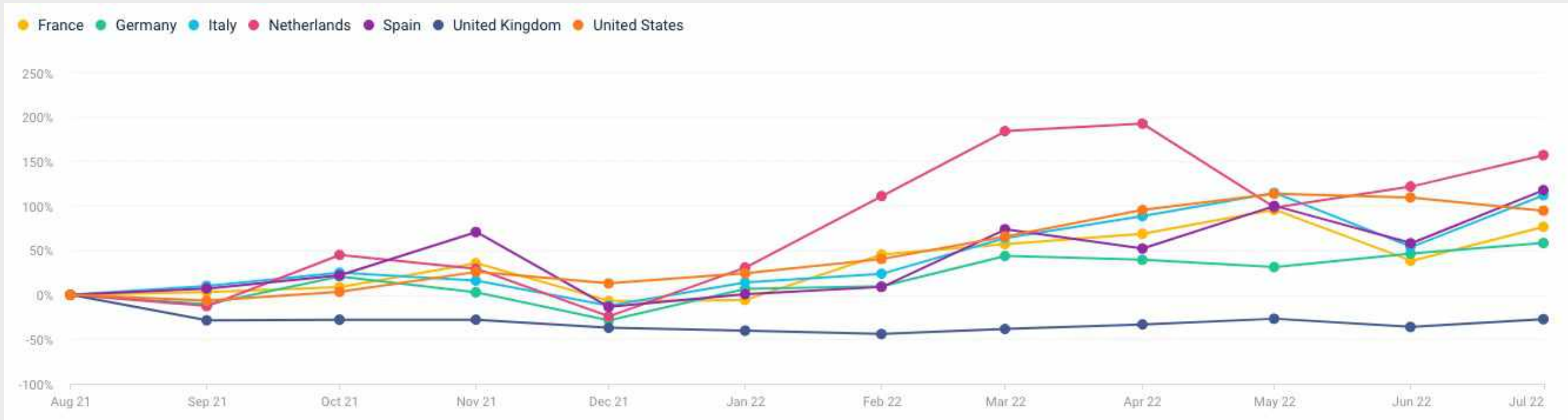
Quick Demographic Stats

Gender distribution
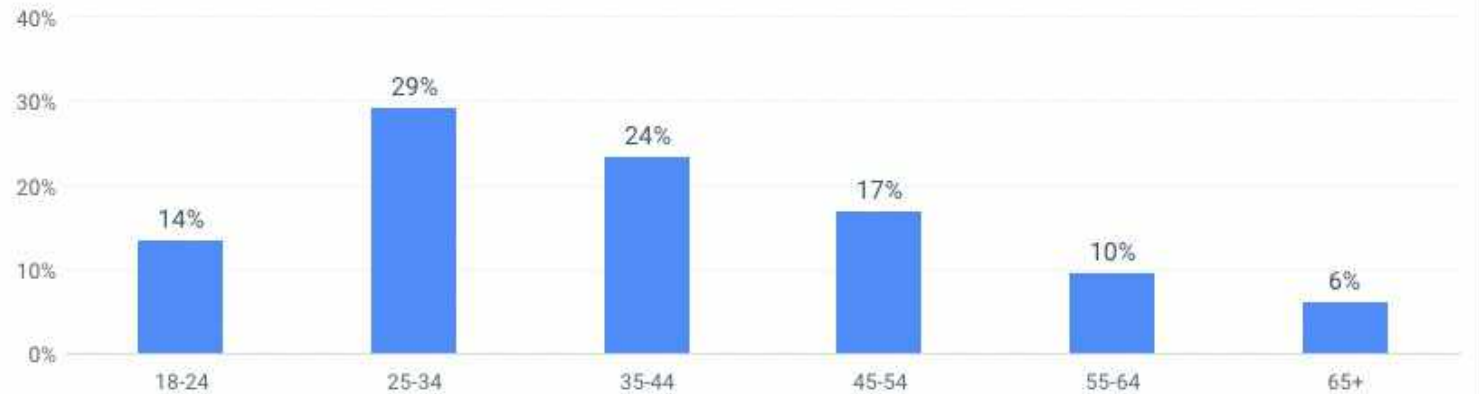
- Male **58%**
- Female **42%**

Age distribution

18-24	25-34	35-44	45-54	55-64	65+
14%	29%	24%	17%	10%	6%

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Demographic Breakdown (Oct 21 –Sep 22)

#	Domain (30)	Traffic Share ↓	Male vs Female	18-24	25-34	35-44	45-54	55-64	65+
1	kier.co.uk	10.07%	57.7% / 42.3%	12.5%	28.8%	23.7%	18.8%	10.2%	6.0%
2	wates.co.uk	9.86%	58.1% / 41.9%	12.7%	29.6%	24.3%	17.4%	9.8%	6.2%
3	macegroup.com	9.69%	57.8% / 42.2%	13.6%	32.4%	24.2%	16.0%	8.4%	5.4%
4	morgansindall.com	9.27%	62.1% / 37.9%	13.4%	27.8%	23.4%	18.0%	10.4%	7.1%
5	balfourbeatty.com	6.56%	60.8% / 39.2%	12.9%	30.1%	25.2%	17.0%	9.1%	5.8%
6	laingorourke.com	5.89%	59.6% / 40.4%	14.4%	30.3%	23.8%	16.8%	9.1%	5.6%
7	skanska.co.uk	5.58%	58.4% / 41.6%	13.2%	29.9%	24.2%	17.0%	9.5%	6.2%
8	costain.com	5.22%	58.3% / 41.7%	14.4%	29.2%	23.5%	16.9%	9.6%	6.3%
9	hill.co.uk	4.93%	54.2% / 45.8%	12.3%	27.5%	23.1%	17.6%	11.6%	7.9%
10	willmottdixon.co.uk	4.88%	56.3% / 43.7%	13.1%	29.1%	23.6%	17.4%	10.2%	6.6%
11	isgltd.com	4.39%	58.2% / 41.8%	14.2%	31.0%	23.4%	16.2%	9.2%	6.0%
12	gallifordtry.co.uk	3.39%	58.4% / 41.6%	14.0%	29.0%	23.6%	17.1%	9.9%	6.5%
13	engie.com	3.12%	63.4% / 36.6%	12.6%	30.7%	24.5%	16.4%	9.6%	6.2%
14	graham.co.uk	3.10%	60.6% / 39.4%	14.3%	28.9%	22.6%	16.9%	10.3%	7.0%
15	srm.com	2.69%	57.0% / 43.0%	15.3%	30.2%	22.9%	16.4%	9.3%	5.9%

anicca15 **Similarweb data**

Demographic Breakdown (Oct 21 –Sep 22)

#	Domain (30)	Traffic Share ↓	Male vs Female		18-24	25-34	35-44	45-54	55-64	65+
16	winvic.co.uk	2.39%	58.7%	41.3%	14.7%	28.3%	22.5%	17.0%	10.4%	7.1%
17	mclarengroup.com	1.31%	54.1%	45.9%	14.5%	29.1%	23.1%	16.6%	10.1%	6.7%
18	vinciconstruction.co.uk	1.17%	54.7%	45.3%	14.6%	29.3%	23.4%	16.7%	9.7%	6.3%
19	mcaleer-rushe.co.uk	1.06%	54.6%	45.4%	15.0%	27.9%	22.9%	17.1%	10.2%	6.9%
20	ardmoregroup.co.uk	0.92%	52.7%	47.3%	15.0%	28.8%	22.7%	17.0%	10.1%	6.4%
21	bam.com	0.85%	57.3%	42.7%	15.0%	28.9%	23.1%	16.6%	9.8%	6.6%
22	bandk.co.uk	0.82%	53.6%	46.4%	15.1%	28.3%	23.1%	17.0%	10.0%	6.4%
23	henryconstruction.co...	0.68%	55.3%	44.7%	14.5%	28.3%	23.1%	17.1%	10.3%	6.7%
24	volkerwessels.co.uk	0.63%	55.4%	44.6%	14.4%	28.7%	23.3%	17.1%	10.0%	6.5%
25	hgconstruction.co.uk	0.61%	7.4%	92.6%	2.0%	3.4%	2.5%	2.0%	1.3%	1.0%
26	tslprojects.com	0.47%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
27	jrlgroup.co.uk	0.29%	54.6%	45.4%	14.9%	29.4%	23.5%	16.2%	9.7%	6.3%
28	gmiconstructiongroup...	0.15%	53.4%	46.6%	15.4%	28.2%	22.6%	16.9%	10.3%	6.6%
29	johnsiskandson.com	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
30	buckinghamgroup.co...	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

anicca15 Similarweb data

Summary

- The audience overview report allows us to determine if our marketing should be centred around a particular country, or if efforts need to be spread across multiple countries for best performance.

- We can discover which countries are providing more or less traffic in the last year, giving us a hint as to where we may be able to expand our marketing efforts to.

- We can gain a quick overview of the demographics that make up our traffic, such as age and gender.

- We can also see a breakdown of each businesses current demographical split, giving us the opportunity to adjust creative assets to suit the needs of our most important demographical groups.

anicca15   **Similarweb data**

Persona Overview

Meltwater Data

Combined

Combined Data (Followers of)

Position	Company name		Position	Company name
1	Morgan Sindall Group		16	Galliford Try
2	Kier Group		17	Balfour Beatty
3	Royal BAM Group		18	John Sisk & Son
4	ISG		19	McAleer & Rushe
5	Bowmer & Kirkland		20	Mclaren Construction Group
6	Wates Group		21	Sir Robert McAlpine
7	Willmott Dixon Holdings		22	Buckingham Group Contracting
8	VolkerWessels		23	Henry Construction Projects
9	Winvic Group		24	GMI Construction Group
10	Laing O'Rourke		25	TSL Projects
11	Graham Construction		26	Costain Group
12	ENGIE		27	Mace
13	Hill Partnerships		28	JRL Group
14	VINCI Construction UK		29	HG Construction
15	Skanska UK		30	Ardmore Group

anicca15 Meltwater data

Combined Personas

Combined Demographics

Sex	↓ %
Male	70.06% / 51.61%
Female	29.94% / 48.39%

Location	↓ %
United Kingdom	58.31% / 99.99%
France	11.11%
United States of America	6.44% / 0
Ireland	2.07% / 0
Australia	1.64% / 0

Location	↓ %
London	17.36% / 27.60%
Paris	5.69%
Manchester	3.50% / 6.13%
Birmingham	1.99% / 3.04%
Liverpool	1.64% / 3.54%

● Full audience
● UK - General

Term	↓ %
construction	4.67%
business	3.55% / 1.09%
services	3.54%
uk	3.51% / 1.59%
design	3.20%

Range	↓ %
18-24	30.17% / 40.21%
25-34	22.87% / 21.20%
35-44	18.16% / 11.37%
45-54	13.26% / 8.79%
13-17	11.21% / 15.02%

Name	↓ %
Paul	0.72%
David	0.72%
Mark	0.57%
John	0.55%
James	0.54%
Chris	0.54%

anicca15 Meltwater data

Combined Socioeconomics

Level	↓ %
College grad	21.66% / 10.77%
High school grad	10.34% / 7.69%
Some college	2.91% / 3.92%
In college	2.40% / 7.31%

Role	↓ %
Management	1.10% / 0.27%
Administrative Services	1.06% / 0.51%
Sales	0.88% / 0.62%
Production	0.71% / 0.38%

Status	↓ %
Married	15.88% / 1.54%
Single	11.29% / 14.62%
In a relationship	6.78% / 10.77%
Engaged	1.97% / 1.69%

● Full audience
● UK - General

anicca15 Meltwater data

Combined Socioeconomics

Status	↓ %
Parents (All)	14.94% / 3.08%
Parents with adult children (18-26 years)	5.30% / 0.71%
Parents with teenagers (13-18 years)	3.02% / 0.06%
Parents with preteens (08-12 years)	1.29% / 0.07%

Parents with preschoolers (03-05 years)	1.08% / 0.49%
Parents with early school-age children (06-08 years)	0.99% / 0.19%
Parents with toddlers (01-02 years)	0.68% / 0.61%
New parents (0-12 months)	0.62% / 0.72%

● Full audience
● UK - General

anicca15 Meltwater data

Influencers combined

Name	Biography	Affinity	Uniqueness	Reach
Kier Kier Group	Our purpose is to sustainably deliver infrastructure which is vital to the UK. You can follow @kierconstruct @KierProperty This page is monitored Mon-Fri 9-5	28.59% 0.2%	76.06	68.8K
Willmott Dixon	Willmott Dixon is a privately-owned construction and interior fit-out specialist with the ambition to create a huge and lasting positive impact on our society.	24.28% 0.17%	74.65	58.2K
CN Construction News	First for the UK's construction news and analysis. Subscribe here: http://bit.ly/2IY0Xey ! Join the Inspiring Women pledge: https://bit.ly/3gBf8RF	21.88% 0.2%	73.83	113.9K
bam BAM Construct UK	BAM Construct UK is a leading construction, facilities management and property services company, part of Royal BAM Group.	20.94% 0.16%	73.55	58.1K
Skanska UK	Using knowledge and foresight to shape the way we live, work, and connect.	19.63% 0.12%	73.13	47.1K
Building Building News	Follow for construction news, features, events and industry insight from the Building team. See @Building4jobs for career opportunities	18.62% 0.21%	72.73	97.2K
TCI Construction Index	The Magazine for Construction: http://bit.ly/ConstructionMa... Construction News http://bit.ly/AllConstructio... Re:Construction Podcast http://bit.ly/ReConstruction	16.21% 0.16%	71.96	91.0K
UK Construction	UK Construction on Twitter: I follow UK Construction People. Owned/tweeted by @subutcher	15.42% 0.16%	71.7	71.3K

Name	Biography	Affinity	Uniqueness	Reach
Costain Group	Costain helps to improve people's lives by creating connected, sustainable infrastructure that enables people and the planet thrive.	14.03% 0.1%	71.28	33.4K
Morgan Sindall Construction	We are the Construction division of Morgan Sindall Group plc. Here you can find out more about the work we're doing across the UK.	13.70% 0.1%	71.19	35.4K
Wates Wates Group	Family-owned UK #construction, development & property services company - committed to making lasting difference to our communities #CreatingTomorrowTogether	12.93% 0.1%	70.91	31.3K
AJ Architects' Journal	The UK's leading professional architecture magazine! Mentions & DMs currently unmonitored, get in touch via https://www.architectsjournal.co.uk/contact-us	12.98% 0.29%	70.8	337.4K
CITB CITB	Industry Training Board for construction, delivering a safe, fully-qualified workforce. Our social media team are here to help you Monday to Friday, 9am - 5pm.	12.59% 0.14%	70.76	51.5K
CIOB CIOB	We are the Chartered Institute of Building, and we stand for the science, ethics and practice of built environments across the world.	10.02% 0.11%	69.93	41.2K
BBC NEWS BBC News (World)	News, features and analysis from the World's newsroom. Breaking news, follow @BBCBreaking. UK news, @BBCNews. Latest sports news @BBCSport	10.02% 4.88%	69.89	38.53M
bam BAM Nuttall	Building the present, creating the future http://bamnuttall.co.uk	10.17% 0.59%	69.66	28.0K

anicca15 Meltwater data

Influencers combined

anicca15 Meltwater data

Influencers combined

Influencers combined

Channel relevance combined

Network	Likely to use network
LinkedIn	14.26x
Pinterest	4.55x
WhatsApp	3.73x
Facebook	3.10x
Snapchat	2.49x

Network	Likely to use network
Medium	4.79x
Twitter	3.92x
Reddit	3.64x
YouTube	2.59x
Spotify	2.15x

Content type

This graph shows the content type published by the audience: their own content, answering to conversations or third party content. Read more

Own	Replies	Shares
50.44%	17.10%	32.46%
52.20%	27.66%	20.14%

● Full audience
● UK - General

anicca15 Meltwater data

Skanska Persona Overview

Meltwater Data Comparison

Persona

Demographics

Sex	↓ %
Male	73.47% / 70.06%
Female	26.53% / 29.94%

Location	↓ %
United Kingdom	78.00% / 58.31%
United States of America	5.56% / 6.44%
Ireland	1.37% / 2.07%
India	1.31% / 1.32%

Location	↓ %
London	26.15% / 17.36%
Manchester	3.71% / 3.50%
Bristol	2.61% / 1.33%
Birmingham	2.32% / 1.99%

Term	↓ %
construction	10.63% / 4.67%
uk	6.73% / 3.51%
services	5.64% / 3.54%
design	4.88% / 3.20%

Range	↓ %
18-24	29.01% / 30.17%
25-34	22.22% / 22.87%
35-44	19.46% / 18.16%
45-54	14.66% / 13.26%

● Full audience
● Construction Webinar

anicca15 Meltwater data

Socioeconomics

Level	↓ %
College grad	21.01% / 21.66%
High school grad	9.50% / 10.34%
Some college	3.16% / 2.91%
Some high school	2.34% / 2.36%

Role	↓ %
Administrative Services	0.86% / 1.06%
Management	0.86% / 1.10%
Sales	0.70% / 0.88%
Production	0.57% / 0.71%

Status	↓ %
Married	14.86% / 15.88%
Single	11.80% / 11.29%
In a relationship	5.89% / 6.78%
Engaged	1.67% / 1.97%

● Full audience
● Construction Webinar

anicca 15   Meltwater data

Socioeconomics

Status	↓ %
Parents (All)	13.60% / 14.94%
Parents with adult children (18-26 years)	4.57% / 5.30%
Parents with teenagers (13-18 years)	2.35% / 3.02%
Parents with preteens (08-12 years)	0.96% / 1.29%

Parents with preschoolers (03-05 years)	0.83% / 1.08%
Parents with early school-age children (06-08 years)	0.76% / 0.99%
Parents with toddlers (01-02 years)	0.52% / 0.68%
New parents (0-12 months)	0.48% / 0.62%

● Full audience
● Construction Webinar

anicca15 Meltwater data

Personality

42%
Neurotic

75%

50%

45%
Agreeable

50%
Open

25%

0

57%
Extraverted

62%
Conscientious

Personality

They are active, expressive and genial.

They are energetic: they enjoy a fast-paced, busy schedule with many activities. They are trusting of others: they believe the best in others and trust people easily. And they are assertive: they tend to speak up and take charge of situations, and they are comfortable leading groups.
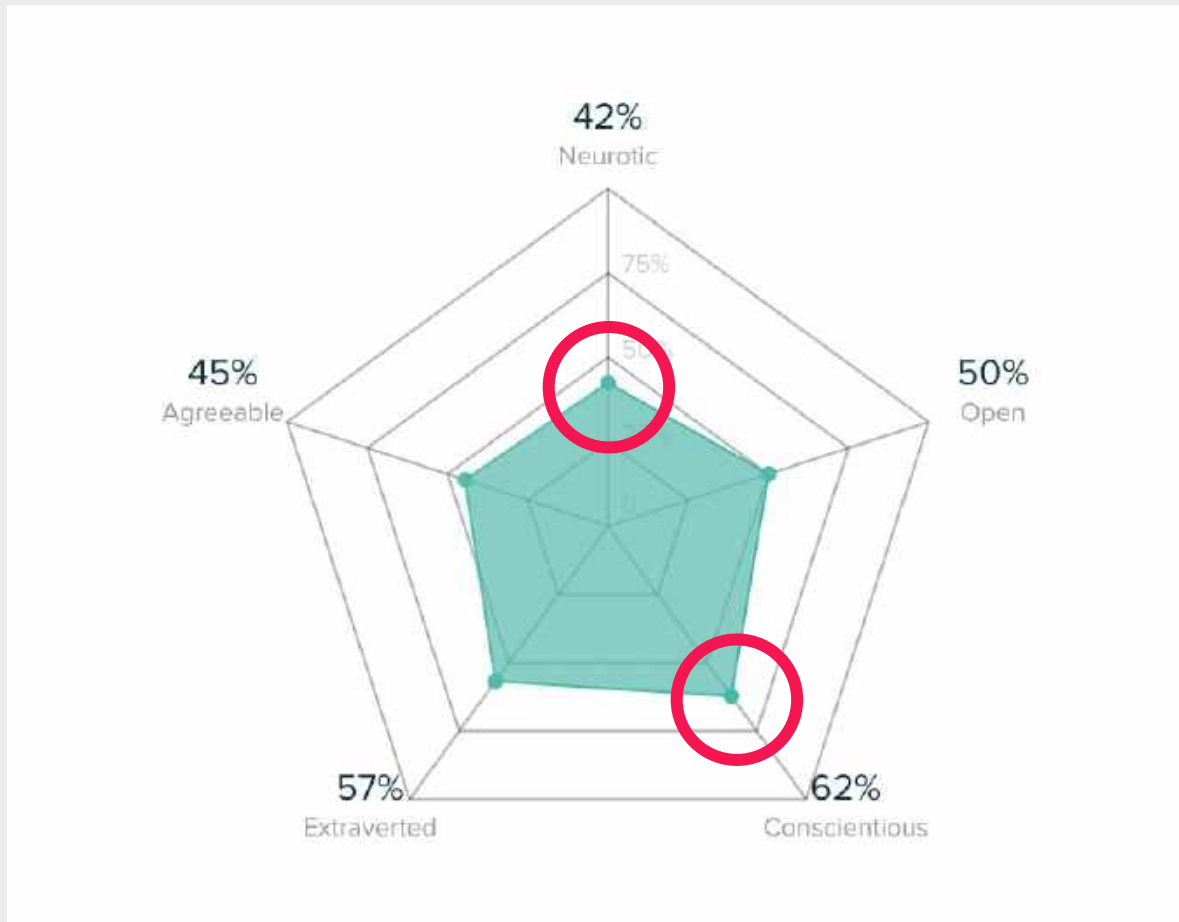
Needs

Their choices are driven by a desire for organization.

Values

They consider both independence and achieving success to guide a large part of what they do. They like to set their own goals to decide how to best achieve them. And they seek out opportunities to improve themselves and demonstrate that they are a capable person.

anicca15 Meltwater data

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anicca 15 Meltwater data

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High Conscientiousness

audiense:

High Conscientiousness

Conscientious

Dutiful, hard working, organised

TheDataPsychologist.com

👍 INFLUENCE

- Have a strong, utilitarian argument
- Use duty and tradition to influence them, and likewise commitment
- Similarly, use group loyalty nudges (what they should do for the collective good)
- Use religious leaders and colleagues as messengers
- Present the purchase as a means to happy life experiences with friends ad family

😊 EMOJIS

📖 WORDING

Be impersonal (e.g., avoid "you", talking about people); talk about time / the future; talk about family, home and work; don't be over-emotional (e.g., swear); be positive and optimistic; avoid negations or negative language.

📷 IMAGERY EXAMPLES

Keywords: Sensible Portrait Organised

⊚ BRANDING

- Present the brand as sensible, reliable and dutiful
- The brand should be a logical, persistent hero in an everyday context
- Be engrossing and light (e.g., matinee)

☕ STYLE

- Be conventional and traditional
- Be somewhat social as well (e.g., rom-coms)
- Make sure aesthetics are structured and predictable
- Use imagery that is representational rather than abstract

🏷 AESTHETIC DESCRIPTION

- Representational
- A bit people-focused, social
- Sensible, conventional
- Loving, considerate

⊚ EXAMPLE AD

https://www.youtube.com/watch?v=C0GKzLFLLCo

♡ ILLUSTRATIVE INTERESTS

- Comedy
- Take-Away / Snacks
- Dating
- Crime Stories
- Spectator Sports
- Indie
- Video Chat Roulette
- Heavy Metal

anicca 15   Meltwater data

Low Neuroticism

Channel Relevance

Network	Likely to use network
LinkedIn	1.24x
Twitter	0.90x
YouTube	0.86x
Facebook	0.85x
WhatsApp	0.80x

Network	Likely to use network
Pinterest	1.13x
Medium	0.88x
Reddit	0.86x
SoundCloud	0.80x

Own
- 55.81%
- 50.44%

Replies
- 14.62%
- 17.10%

Shares
- 29.57%
- 32.46%

● Full audience
● Construction Webinar

anicca15 Meltwater data

Creative Overview

Persona first

Utilising creative character types

- We approach creative from an audience (persona) first strategy, meaning we like to use subliminal interest matters within the content to attract an impulse eye.

- This may mean the use of a particular interest if the persona group have a common interest. This means we will gather a more relevant engagement from the outset.

- Persona data is key to a more tactile strategy when personalizing content on location and common demographics.

Thumb Stopping Creative

Grabbing attention in 0.125 seconds

- Regardless of where your message is posted, does it work well in message and impact?

- Can you grasp what Skanska are saying in 0.125 seconds?

- As a user am I enticed enough to engage and read more?

- Once I engage, is the URL relevant to the message I just saw?

- In the politest way, no body cares about any brand ad, especially on Social Media. The asset needs to work to capture attention to convert engagement.

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Existing Creative

Rebranded and launched

Existing Creative

Dissecting what already exists

New branding not being used to own rules.

No hierarchy in copy. Whats the message?
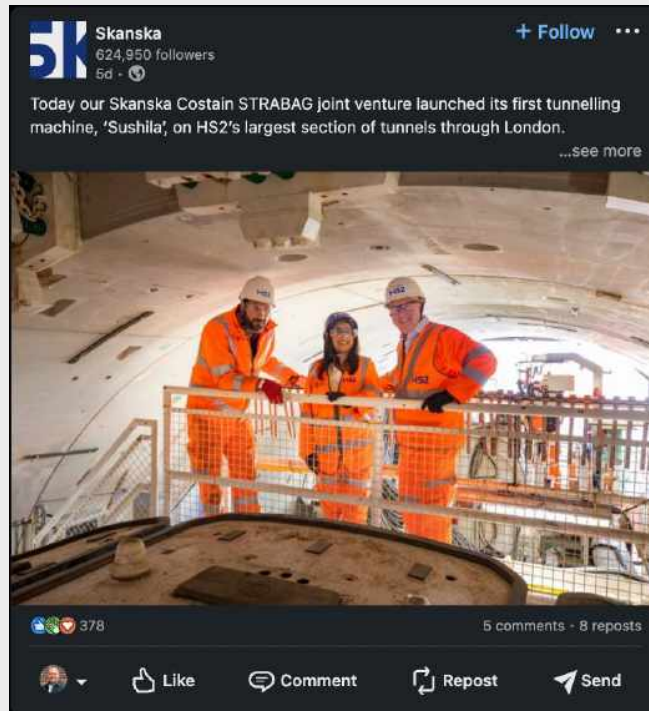
No branding. Consideration to other

Businesses? What is it?
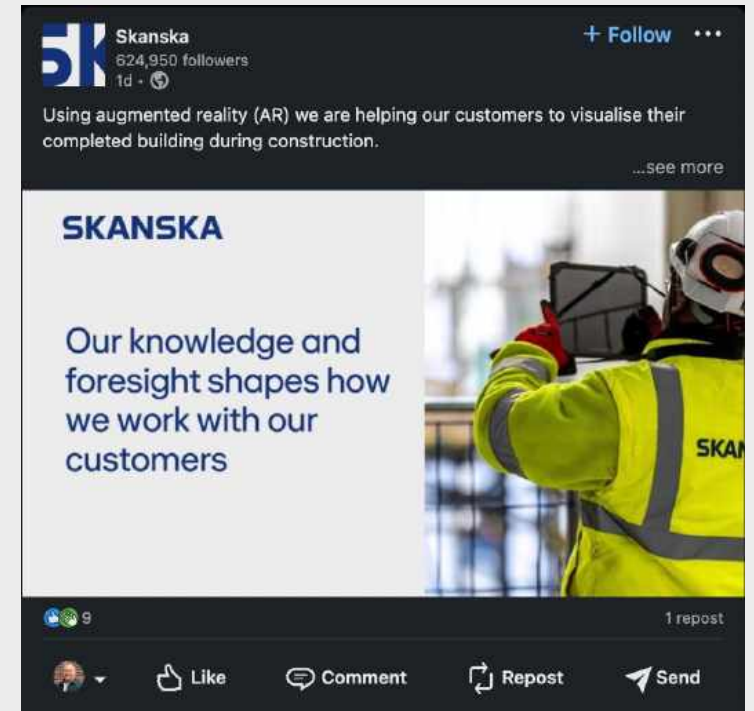
Brand not a digital first language. Too much copy and no context

Static Templates

Setting a guide for success with best practices

Highlight brand in bolder colour to Stand out and own asset

Punchy headline to read in a split second

Add Call to action in box to show what you want them to do

Use new brand guides to stand out

Mix shape to break from digital up down left and right

Use imagery within the grid structure

SKANSKA

STRABAG joint venture launched its first tunnelling machine

Read more

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Creative Static Examples

Applying a language to social assets will make major differences in engagement from minor changes in platform best practices and persona based data.
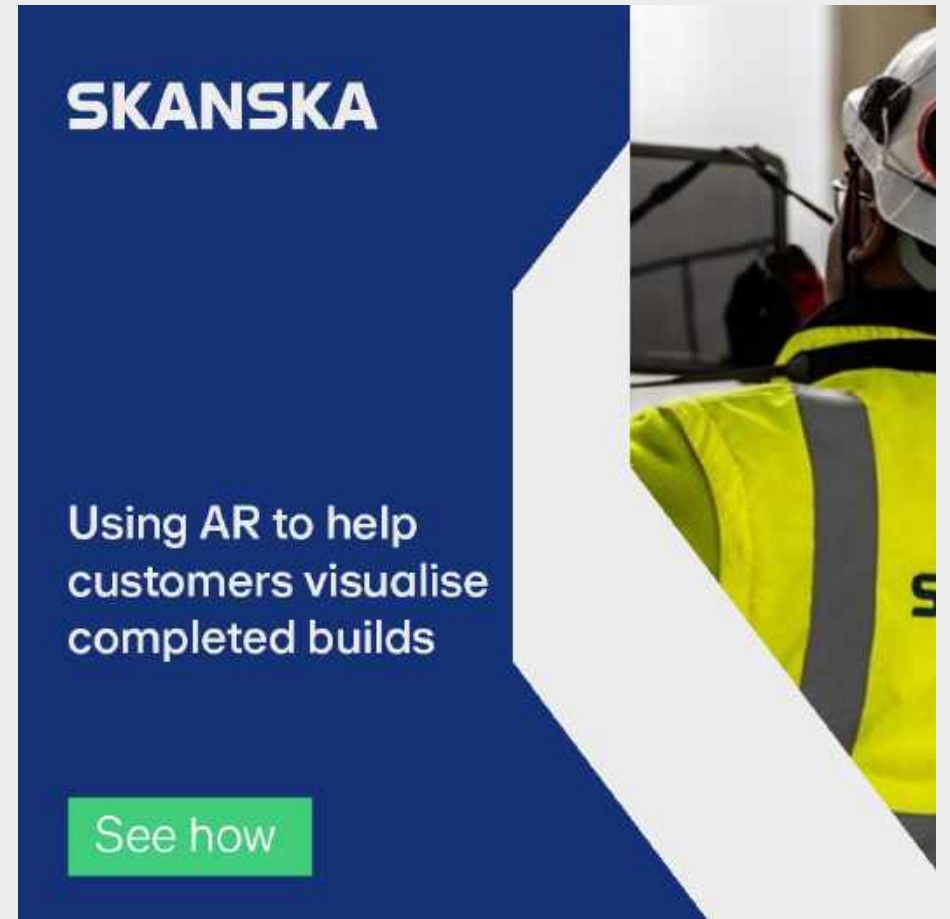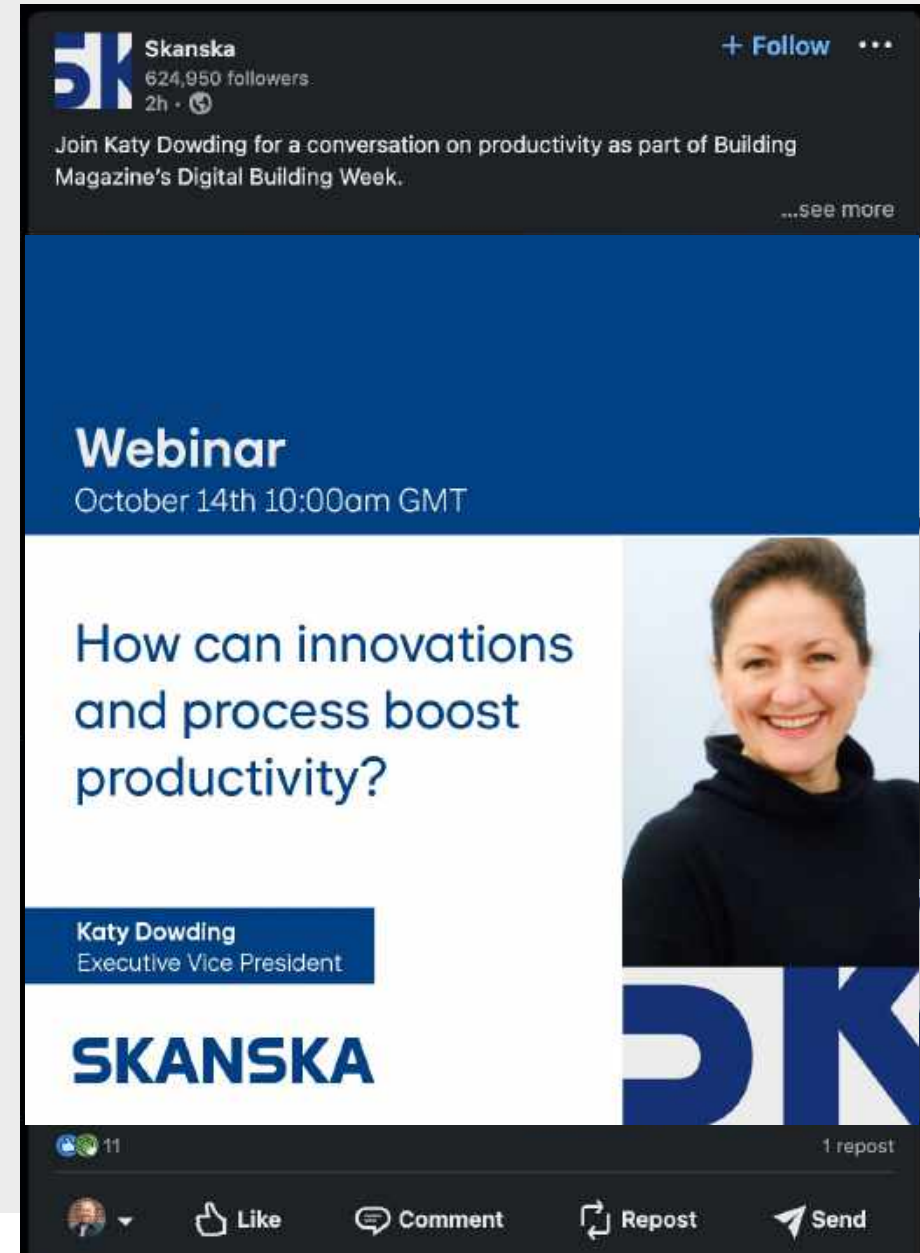
Creative Static Examples
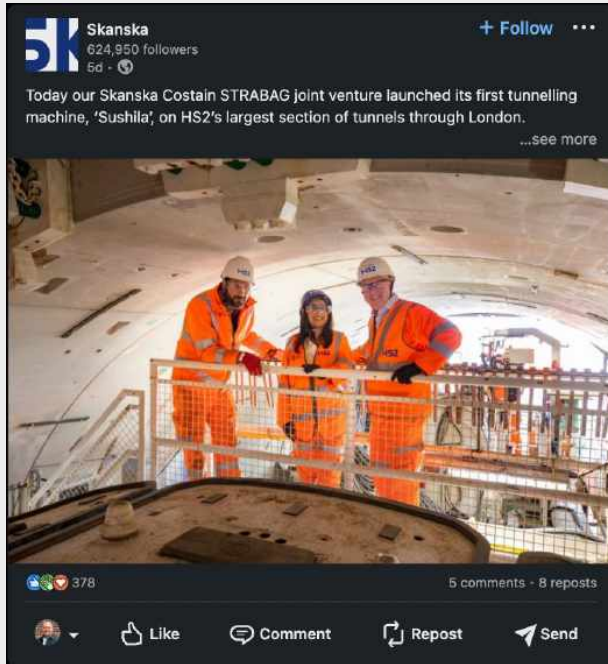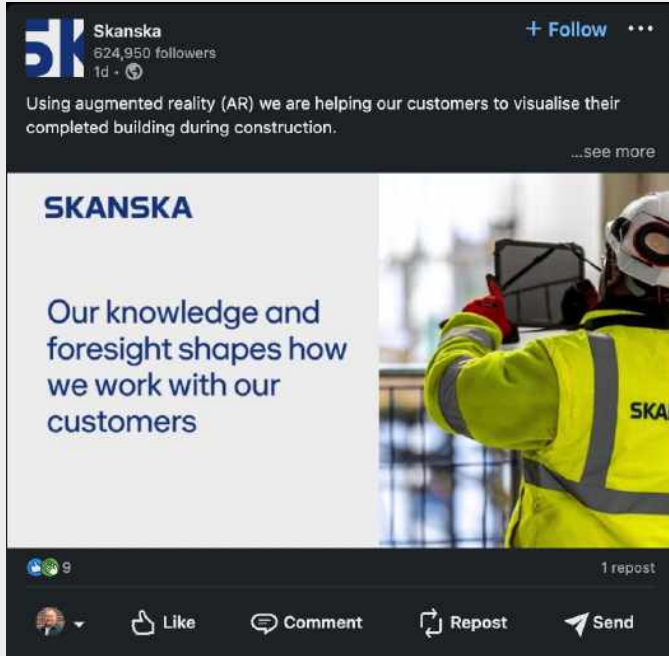

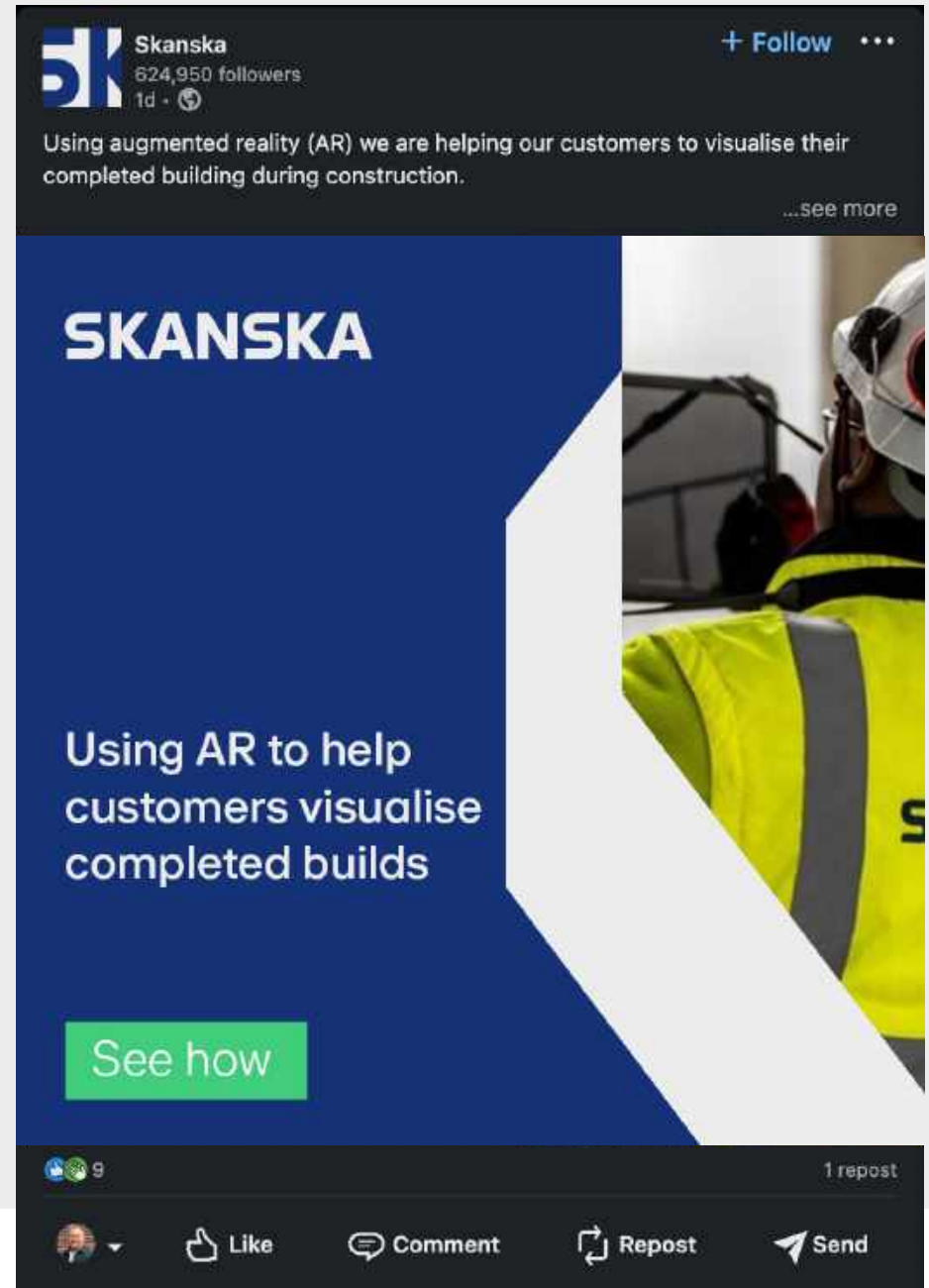Before

After

Creative Static Examples

After

Before

Creative Static Examples

Before

After

Asset Creation

When creating assets, we stick to the best practice key points for maximum amplification. Making an impact up front is critical to the success of the video engagement and thru play stats.

1 Branding
Showcasing your brand upfront Display yourselves to stop users thinking you're the competition

2 Timing
When is this going out? Make sure the asset suits the environment.

3 Sound
Videos are viewed 85% sound off. So design for without. BUT delight with sound on.

4 Format
Make sure your ad is getting the best opportunity it deserves. Design for the platform.

5 Attention
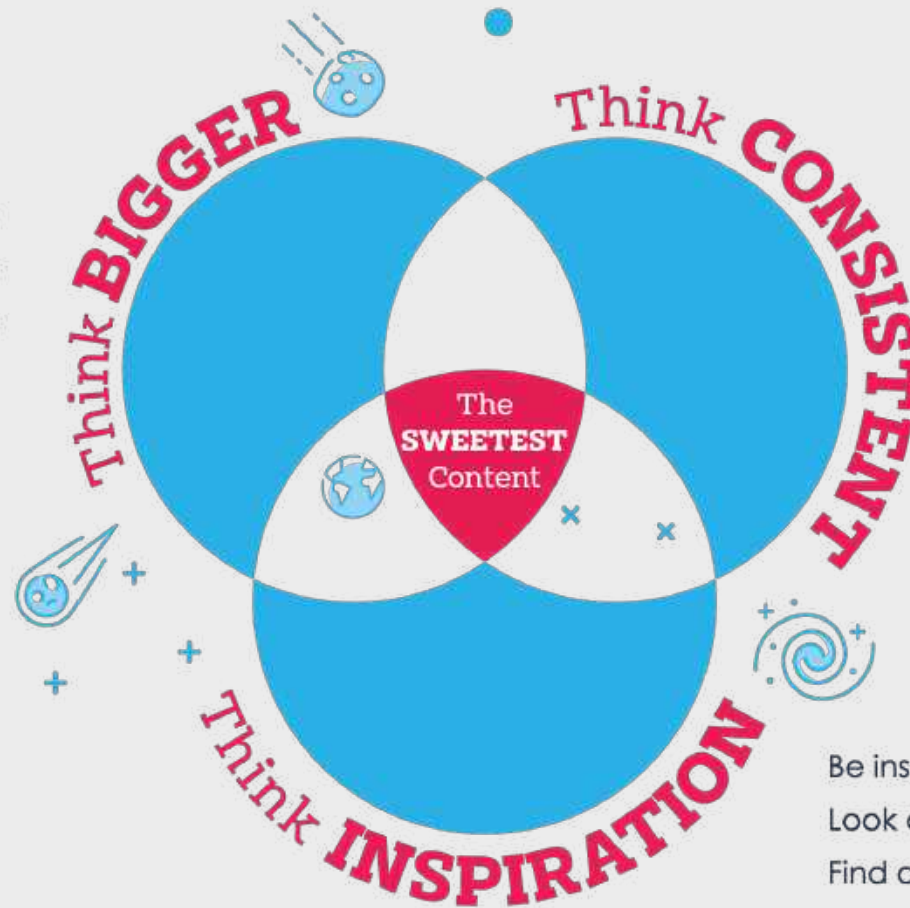Keep the balance right. Re-engage the user throughout and don't over explain.

6 Explore
Play with platform limitations and get creative to engage the user. Be native and experimental.

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Our Creative approach

Create EcoSystems, not executions

Encourage partnerships

Be ambitious and push boundaries

Think **BIGGER**

Think **CONSISTENT**

Every point is a chance to build a brand

Be consistent across ALL assets

Only YOU care about solving objectives

The **SWEETEST** Content

Think **INSPIRATION**

Be inspired beyond your industry

Look at competitors, influencers, creators.

Find out how your audience are using the platforms

A live B2C example

A live example

A live example

A live example

A live example

A live example

A live example

A live example

Next Steps

- How can this be useful for you?
- We will send you this deck post webinar.
- Would you like a run down of your own data?
- If so please get in touch and email with competitors and latest creative
- Do you need to entice footfall for annual events? (Halloween, Fireworks, or Christmas?)
- Is there a 2023 initiative you need help with?
- We are a full service agency from Insight to creative.

Thank you