

**Category:** 11. Integrated Communications

**Title:** 350 Reasons to Believe in the Future: Saint-Gobain Celebrates 350-Year History by Looking Ahead



Saint-Gobain, the world's largest manufacturer of building materials, had low brand awareness. The company saw an opportunity to change this by leveraging its 350th anniversary to create a year-long branding program revolving around a never-before-seen exhibition, "Future Sensations," and also consisting of a new corporate website and new headquarters in North America. Future Sensations made four stops across the globe, including Philadelphia. The event increased brand awareness from 18 to 36%, secured nearly 200 pieces of earned media over 10-weeks, garnered 17.6 million impressions from paid media over 6-weeks and increased engagements on Facebook by 300% and Twitter by 400%.