

THE Prysmian LEAGUE



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THE PRYSMIAN LEAGUE BROUGHT DISPARATE INDUSTRIAL CABLE PRODUCT BRANDS TOGETHER UNDER ONE UMBRELLA CAMPAIGN. HELPING ONE OF PRYSMIAN'S LARGEST CUSTOMERS—THE INDUSTRIAL CABLE DISTRIBUTOR GRAYBAR—ILLUSTRATE THAT THESE UNIQUE OFFERINGS WERE STRONGER TOGETHER. OUR CAMPAIGN PERSONIFIED EACH BRAND AS AN INDIVIDUAL, SPECIALIZED HERO WHILE THE UNITED LEAGUE WORKS TOGETHER TO KEEP THE WORLD CONNECTED.



Prysmian





27%

Increase in engagement
on LinkedIn

2x

the average
North American reposts

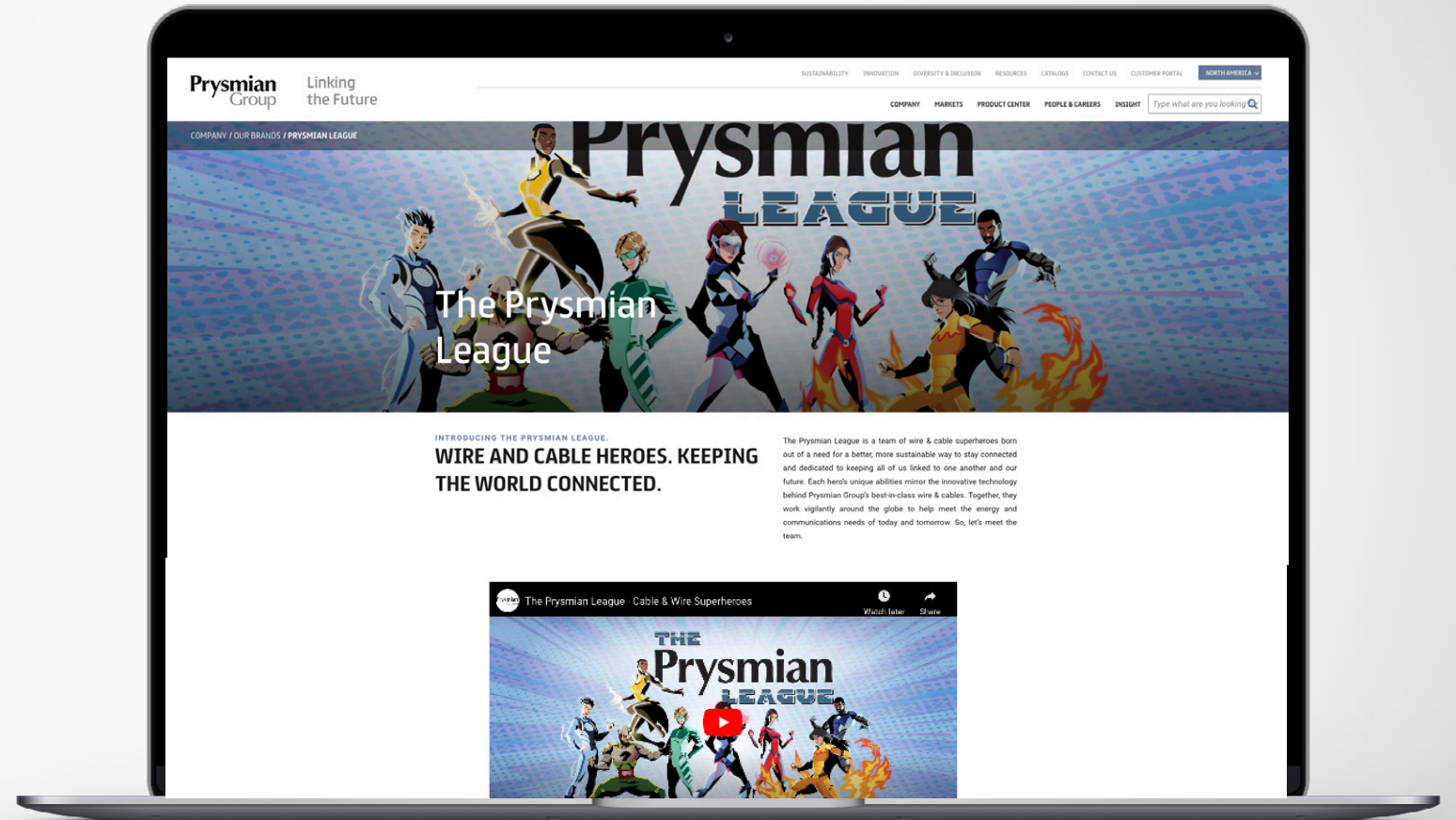
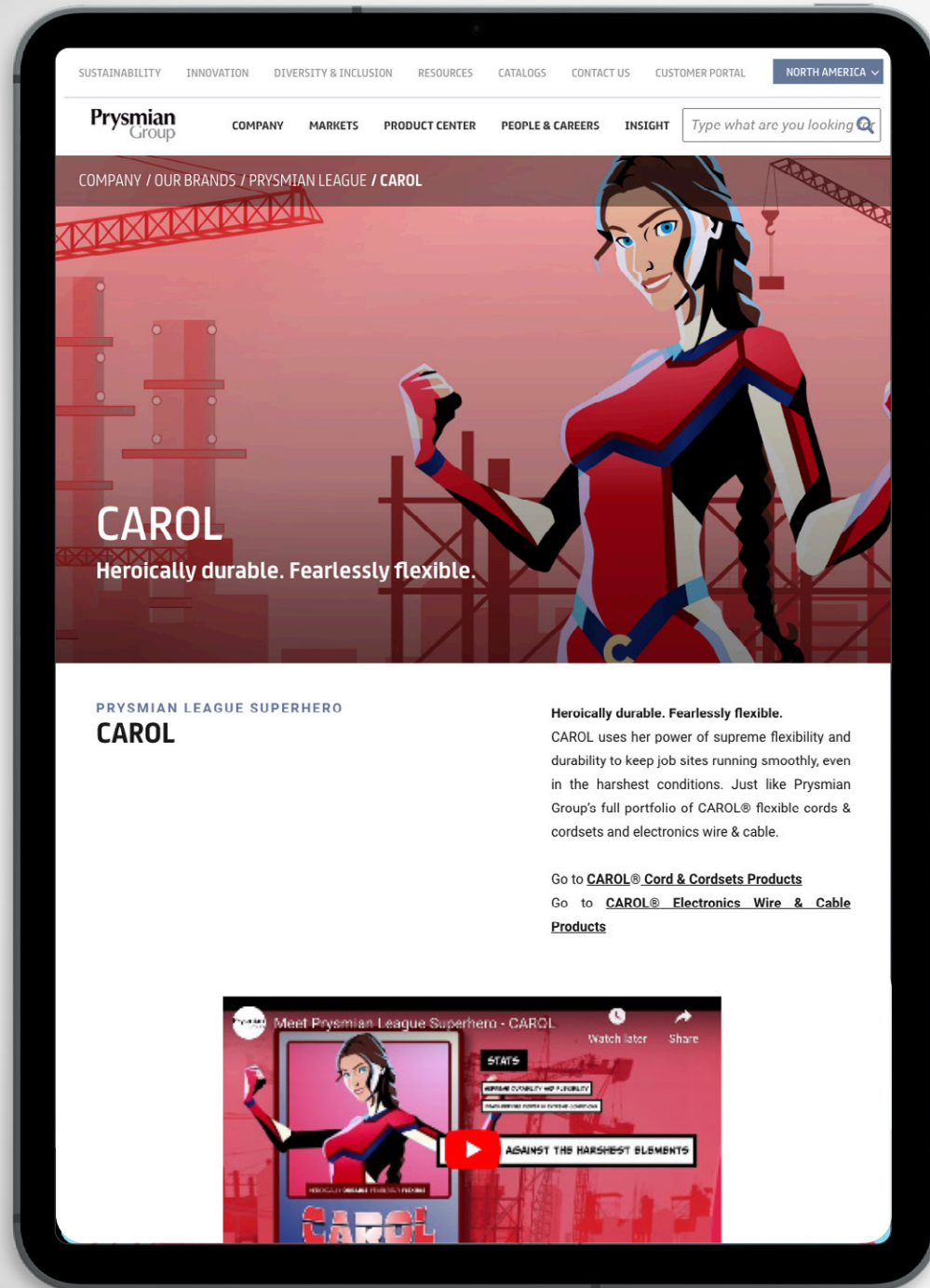


13,331

Video Views from organic
social channels

350+

sales leads





COLORING BOOKS



POSTERS

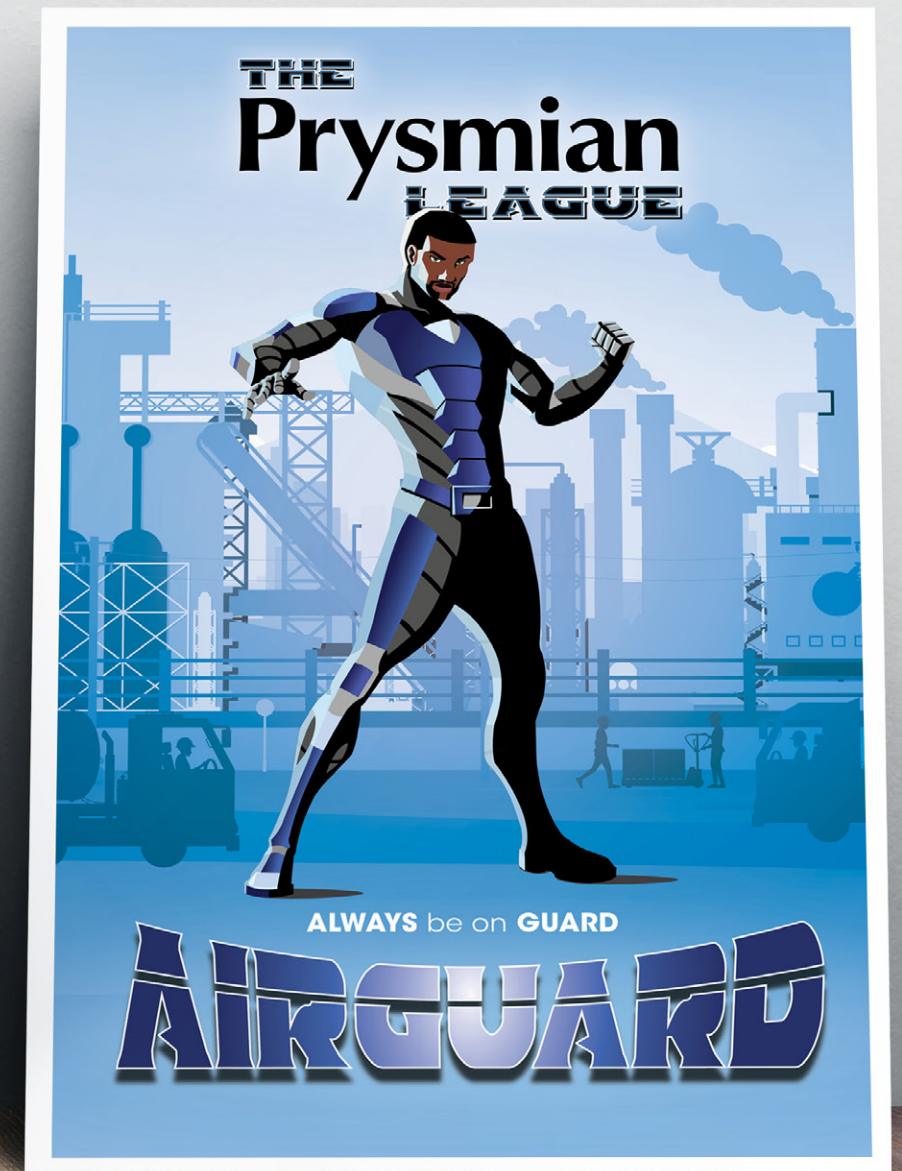
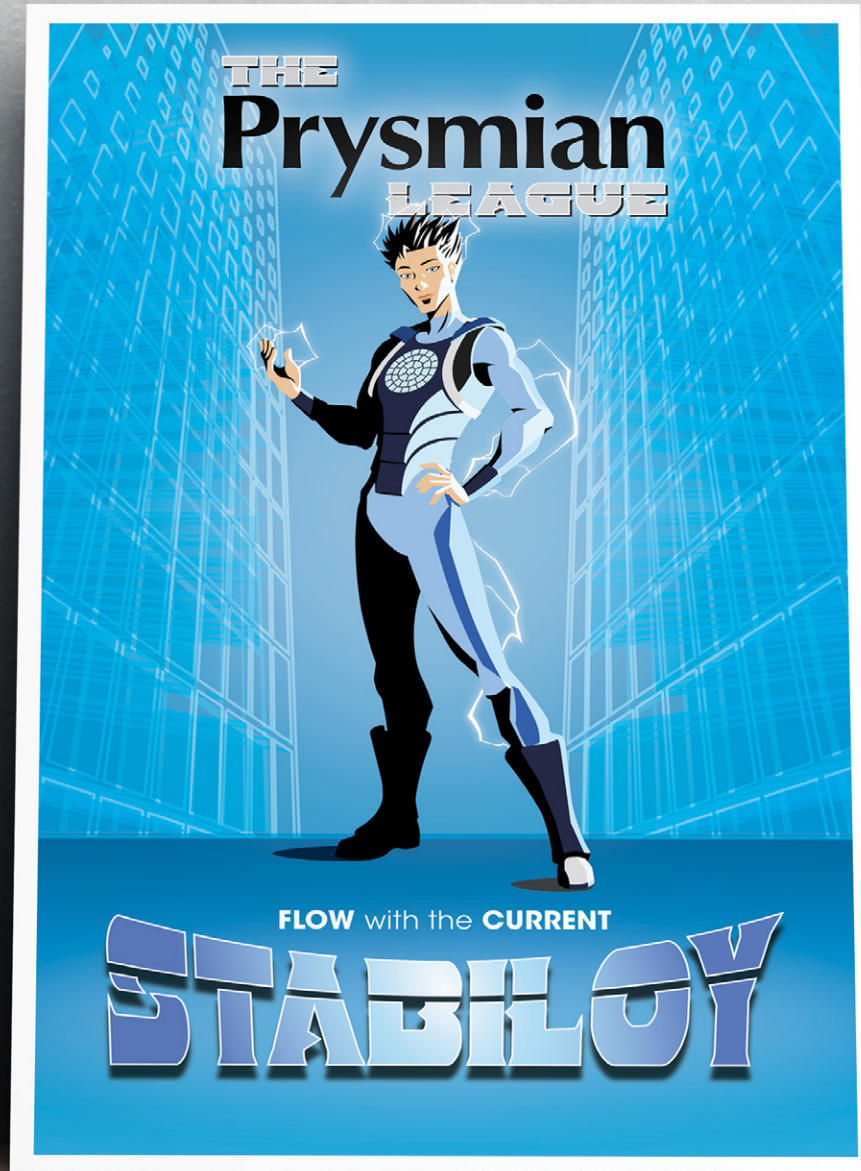


MOUSE PADS

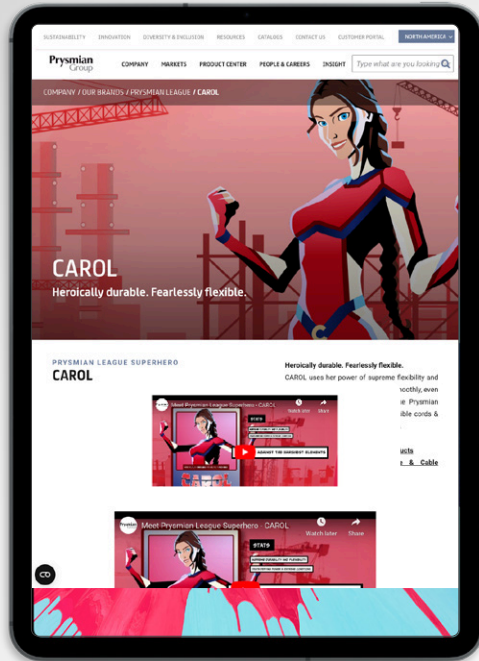


SOCKS

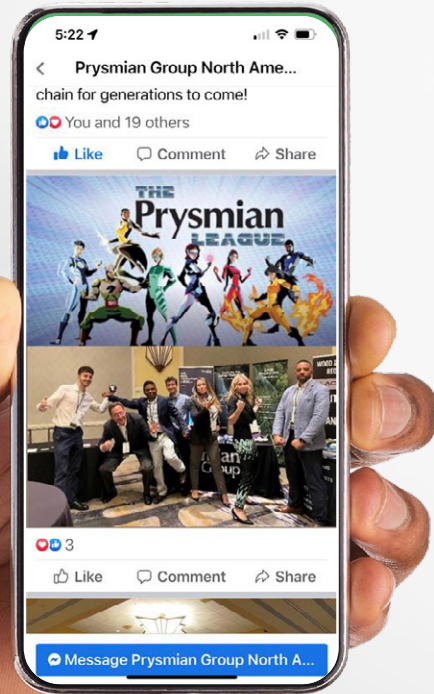




WEBSITE



VIDEO AND DIGITAL MEDIA



TRADE SHOW



INTERNAL ACTIVATION

SOCIAL MEDIA