

# Setting the Media Agenda – NFB Fastest Growing Companies in Construction

Citypress has a strong track record of working hand in hand with media on initiatives which benefit our clients and generate quality content for key industry titles.

The National Federation of Builders (NFB) has been a Citypress client for over 10 years, growing with us from an initial regional brief to an organisation whose views we represent nationally on all matters relating to construction.

We deal with leading industry title Construction News (CN) on an almost daily basis so the magazine was a perfect choice for us to pitch an initiative focusing on the Fastest Growing Companies in Construction.

As well as offering an interesting analysis of the SME contractor sector for CN, the feature gave the NFB access and exposure to the key market it recruits its membership from.

Using publicly available data from Companies House we were able to determine a list of businesses that had demonstrated the highest rate of growth and contact them to inform them of their inclusion in the report.

We interviewed the top performers and a number of the most interesting businesses were profiled on the CN website.

Region-specific press releases were also prepared to secure newspaper coverage for featured companies in their local media.

