

# anthonyBarnum:

## Real Estate & Building Technology Campaign Snapshot

### The Client



PlanHub is a cloud-based, pre-construction bidding app and management software that facilitates the bidding process between General Contractors, Subcontractors, & Suppliers. PlanHub is designed to connect all sectors of the commercial construction community in one place and allow General Contractors to send out their project invitations to over 250,000 of the country's best commercial subcontractors & suppliers.

### The Campaign

anthonyBarnum's objective was to translate the differentiation of the PlanHub platform to its persona-based audiences. The key challenge was a trade media environment that was traditionally less likely to cover advancements in technology platforms. To surmount this, the platform's value proposition needed to be weaved into narratives highlighting product differentiation to target media.

### The Placements



[Tech Platforms: arming the industry with tools to fight inflation and other hardships](#)



[2023: The year of growth and technology in construction](#)



[2022 PlanHub construction industry report](#)

### The Results

As the first systematized PR campaign for PlanHub, the anthonyBarnum team initially focused on building supply issues related to inflation as a first set of concepts and then transitioned to a data thought leadership strategy associated with the PlanHub's survey findings. The campaign produced significant media coverage with an ongoing average of four placements per month.

**anthonyBarnum**  
PUBLIC RELATIONS

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