



ONLINE INITIATIVE OF THE YEAR MITSUBISHI ELECTRIC

Mitsubishi Electric is a world-leading supplier of energy efficient ways to heat, cool and ventilate buildings, helping both individuals and companies provide the perfect internal environment.

In March 2017, we launched The Hub - your go-to blog for reference material, industry comment and education. With the creative agency Cyber-Duck, we tailored the attractive web design and development to engage three audience personas.

Users can easily filter detailed articles by type, sector or product. Best of all, the website is developed to store, analyse and intelligently display content that a visitor would likely enjoy, based on their previous viewing habits.

SUMMER RESULTS



150+

Engaging Articles



Over
5,500

Visitors per month



Over
7,000

Pageviews per month



Over
100

Relevant Enquiries

