

Entrant company name: **MHP Group with Santander UK**

Entry title: **Fixing the Broken Chain**

Category: **Best Use of Content**

Brief, objectives and budget

The UK homeownership system was established in its current form over a century ago, so someone buying their first home today will experience a process that's almost identical to that of their grandparents. In response, Santander UK wanted to become an established, trusted and authoritative voice leading the conversation about UK homebuying reform, modernisation and innovation. This included the need to reach several stakeholder groups, including consumers, policymakers, regulators, brokers and industry bodies, while driving the debate around reform.

Objectives were to:

- Establish Santander as a credible, evidence-led voice on homebuying reform
- Use content to reframe failed transactions as a systemic economic and consumer issue
- Generate sustained media, policy and stakeholder engagement anchored in a single content asset
- Create practical momentum towards reform, not just awareness

The campaign was delivered within a disciplined budget of ,£148,500, value was maximised by ensuring content was designed from the outset for reuse, adaptation and amplification.

The idea, research and planning

The discussion on the housing market is a crowded one. To cut through, Santander and MHP created a rigorous, evidence-led platform that reshaped the media and policy conversation. The central premise of the Fixing the Chain report was a rigorous, independent piece of economic analysis and consumer survey to quantify the scale of the economic gap the system is creating, ultimately finding that 530,000 property transactions fail each year, costing the UK economy ,£1.5bn annually, including ,£560m

in direct consumer costs. This was supplemented by consumer survey insights and a case study to bring it to life with real-life examples of how the system is impacting those in the chain.

This was planned and completed in partnership with WPI Economic and JL Partners, with the end result giving journalists an authoritative data source and a strong public-interest story, not a promotional narrative. The research fundamentally challenged a century old housing system and firmly placed well-known challenges in the context of missed economic opportunities, consumer demand for modernisation and a way forward for the industry. Equally, input from organisations including the Open Property Data Association and UK Finance demonstrated cross-sector support and reinforced Santanders convening power.

Planning focused on ensuring the report would not function as a static publication. Instead, it was conceived as a modular content asset, capable of being broken down into distinct media narratives, regional data, policy recommendations, opinion pieces and content for events. Input from industry bodies including the Open Property Data Association and UK Finance strengthened credibility and ensured the content reflected cross-sector perspectives.

Strategy, creativity and innovation

The strategy placed content at the centre of the campaign. Rather than creating multiple disconnected assets, the campaign focused on producing one authoritative report and then activating it creatively and strategically across audiences.

Creatively, the report translated complex process failures into clear economic and human consequences. The content balanced rigour with accessibility, using headline statistics, practical policy levers and consumer impact to engage both technical and non-technical audiences.

Innovation lay in how the content was engineered for reuse. Ten regional data packs were developed from the core research, enabling localisation for regional media, MPs and stakeholders. Separate angles were drawn out for first-time buyers, brokers and policymakers, allowing the same content to credibly speak to and address different audiences without dilution.

The campaign also innovated by using the report as a convening tool, moving content from page to platform by anchoring the live debate and digital engagement directly with the research findings.

Delivery / implementation of tactics

The Fixing the Broken Chain report was launched through a targeted earned media programme, securing national, regional, trade and broadcast coverage that established urgency and authority. Coverage ensured the content reached policymakers, regulators, industry leaders and consumers simultaneously.

To extend the lifecycle of the content, follow-up press releases were developed for key audiences. A consumer-focused release highlighted the emotional and financial impact of failed transactions on young buyers, leading to deeper narrative coverage and case study-driven storytelling. A broker-focused release positioned intermediaries as part of the solution, reinforcing industry relevance and buy-in.

Santander then anchored the findings and content to a Westminster panel event and LinkedIn Live. Moving beyond publication, the report provided the framework for solution-focused discussion between senior figures from government, regulators and industry. Strategic partnerships with OPDA and Total Politics also ensured the content reached influential policy and industry networks.

Opinion pieces from senior Santander executives further reinforced the reports findings, while digital activation through LinkedIn and targeted email campaigns amplified each phase, ensuring sustained engagement and visibility.

Measurement, evaluation and impact

The content-led approach delivered strong, measurable results across media, policy influence and stakeholder engagement.

At launch, the report generated 75 pieces of coverage, including 17 national articles, three broadcast features and extensive trade and opinion coverage. The findings appeared across business, personal finance and property pages, embedding the content in both policy and consumer discourse.

Engagement extended beyond traditional media. The Westminster panel attracted 68 attendees, including policymakers, journalists and senior industry figures, demonstrating the reports ability to convene influential audiences. The LinkedIn Live broadcast generated 184 registrations, 220-page visitors, a peak of 87 live viewers and more than 600 engagements, delivering 14,496 impressions.

Crucially, the content achieved tangible policy impact. The report was referenced in the introduction to the Governments consultation on reforming the homebuying and selling process, with proposed measures closely aligned to its recommendations, and a Santander executive was quoted in the Governments launch release, reinforcing the banks credibility as a contributor to reform.

Santander also engaged directly with Government officials to discuss the reports findings, and the FCA CEO publicly commended the research, providing rare regulatory endorsement of lender-led content.

Together, these outcomes demonstrate how a single, well-planned content asset can anchor a highly effective PR campaign, delivering sustained engagement, influence and real-world impact. Fixing the Broken Chain shows how original, evidence-based content can move beyond awareness to shape debate, policy and industry behaviour.