

Case study: Highways UK

Strengthening sector presence at Highways UK

Background

Our founder, Helen, has attended Highways UK since it first began, developing long term relationships and a strong understanding of the sector as it has evolved. Since launching in 2021, Boundary has attended annually to support clients with stand design, build and management. The team exhibited for the first time in 2025 as part of its continued growth within the highways market.

Highways UK brings together National Highways, local authorities, tier one contractors, suppliers and innovators, making it one of the most influential events in the calendar. Exhibiting formed part of Boundary's marketing strategy to demonstrate its commitment to remain closely connected to the highways sector, sector expertise and strengthen relationships across both public and private sector clients.

Highways UK

ROADS FOR A CONNECTED FUTURE



Results at a glance:

Boundary's first exhibition stand at Highways UK generated four new clients, a mix of retainer and project work, alongside multiple follow-up meetings and reengagement with longstanding contacts at a critical point in their project cycles.

The exhibition confirmed Boundary's positioning as a specialist marketing partner for the highways and infrastructure sector, not a generalist provider.

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Objectives

The strategic objectives for exhibiting were focused on quality engagement rather than volume:

- Increase Boundary's visibility within the highways and infrastructure market
- Connect with existing clients and framework partners
- Generate conversations with SMEs lacking in-house marketing support
- Further positioning Boundary as a specialist marketing partner for organisations in highways and ITS

Strategy:

Boundary approached the event with a clear positioning strategy.

Pre-event activity included targeted LinkedIn engagement and direct outreach to existing contacts attending the event. The activity gained notable traction: the Highways UK team reposted Boundary's content and quoted the agency in their pre-event email communications to attendees.

The stand itself was designed to feel professional but approachable: a living room-style setting that stood out and reflected Boundary's collaborative working style while projecting credibility within a highly technical industry. Rather than a transactional sales environment, the space was set up for open, strategic conversations, which proved to be exactly what many attendees were looking for.



On site activity:

Across the two days, the team engaged with a wide range of stakeholders including contractors, product manufacturers, consultants and local authority representatives. Conversations went well beyond introductory pitches. Many attendees used the stand as a space to think through marketing challenges openly, exploring issues such as:

- How to increase visibility in competitive framework environments
- Supporting SMEs with limited internal marketing resource
- Aligning marketing strategy with long term infrastructure programmes
- Finding a marketing partner that understands the sector
- The event also provided valuable intelligence on sector trends, particularly around asset management, resilience, decarbonisation and digital transformation within highways delivery.



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✓ **ROI achieved**
within 6 months

Outcomes:

Highways UK delivered measurable commercial results as well as longer-term strategic value:

- Four new clients secured, including both retainer and project-based engagements
- Multiple follow-up meetings booked with highways and non-highways SMEs exploring outsourced marketing support
- Re-engagement with previous contacts whose projects have reached active delivery phases
- ROI achieved within 6 months
- Strengthened positioning as a sector specialist, recognised by the Highways UK team through content amplification ahead of the event



Beyond the pipeline, Highways UK reinforced something equally important: Boundary's credibility as a partner that understands the highways sector from the inside. Face-to-face engagement at this level creates a quality of conversation that digital channels cannot replicate, and the exhibition provided clear evidence of appetite among SMEs for the kind of specialist, strategic marketing support Boundary offers."

Helen Blood

Director

Looking ahead:

Highways UK strengthened Boundary Marketing & PR's presence within the sector and reaffirmed the importance of face-to-face engagement in complex B2B environments.

With follow up meetings underway and conversations developing, the exhibition forms part of a longer-term sector growth strategy focused on partnership, credibility and measurable commercial impact. As the highways market continues to evolve, Boundary remains committed to supporting organisations that keep the UK moving.

Talk to us if you would like to discuss pushing your boundaries, contact Helen today.

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