



## 2023 CAMPAIGNS

For 2023 we have launched 4 quarterly content campaigns. Within each campaign we will publish a broad range of articles, reports and conversations which examine the topic in depth.

### Wellbeing

1st January to 31st March.

Open for content submission from 14th December - content deadline 15th March.

- Share your knowledge! Would you like to share your knowledge on employee or guest wellbeing?
- Tell us your opinion! What has the sector missed in our current understanding of wellbeing?
- Have you recently designed/supplied a project which focussed on employee or guest wellbeing?
- Have you launched products which address employee or guest wellbeing?

### Sustainable Innovation

1st April to 30th June.

Open for content submission from 15th March - content deadline 14th June.

- Share your knowledge! How is innovation enabling the commercial sector to lead in reaching our sustainability goals?
- Tell us your opinion! What does the commercial sector need to do in order to achieve our sustainable goals?
- Have you recently designed/supplied a project which highlighted innovation in sustainability?
- Are there people leading in sustainability you would like us to interview?
- Have you launched innovative products or procedures which address sustainability?

Articles are 600-1000 words in length accompanied by 6-8 images which illustrate the text.

### Now Hotel

1st July to 30th September.

Open for content submission from 14th June - content deadline 13th September.

- Share your knowledge! What are the successes and difficulties facing the current hospitality sector?
- Tell us your opinion! What does the hospitality sector need to do in order to thrive during 2023?
- Have you recently designed/supplied a hospitality project, or would you like to share a project preview?
- Are there people leading in the hospitality sector you would like us to interview?
- Have you launched products which address the current needs to the hospitality sector?

### International

1st October to 31st December.

Open for content submission from 13th September - content deadline 13th December.

- Share your knowledge! What are the successes and difficulties facing the international commercial sector?
- Tell us your opinion! What would you like to say about designing, or supplying, for the international commercial sector?
- Have you recently designed/supplied an international project?
- Have you launched products specifically for an international market?

Content for each of our quarterly campaign topics can be part of the features outlined below in order for Design Insider to showcase your brand in the best way possible.

### Product Launches

Want to shout about a new product launch?

This is one way you can do it. We interview the design team behind the product asking about the concept, inspiration, production and environmental considerations.

### Project

Completed a project you want everyone to know about?

Let us know and we can put together a case study article involving the interior designer and the end client. We can also include a Product Focus section which highlights the specification of the products supplied.

### People

An interview with your design team or collaborating designer is a fantastic way to show the personality, passion, knowledge and expertise behind the product and brand, adding that human element that is often missed.

### Sustainability Leaders

We talk to your team members who focus on sustainability within your business. Tell our readers your sustainability story, how you're meeting targets, what you're aiming for and the next steps towards achieving a more sustainable future.

### Opinion

Do you have knowledge and expertise on a specific topic and want to tell our readers about it? Email us with your idea and we will help you bring the piece to life. Our columnist series is also a great way to publish regular pieces on a topic you're passionate about.

### ONE Series

Our popular series enables a glimpse of the passions, interests and unexpected choices of the individuals behind the UK's design and manufacturing sectors, or may link to your new product launch.

Articles are 600-1000 words in length accompanied by 6-8 images which illustrate the text.