

# MARKETING TEAM OF THE YEAR

## POLYPIPE BUILDING PRODUCTS



### SUMMARY

Polypipe Building Products manufactures drainage, rainwater management and underfloor heating solutions. Although the members of Polypipe's marketing team only came together for the first time a little over a year ago, during the entry period they devised, implemented and managed various highly successful campaigns aimed at both the trade, and in a real 'first' for the company, also at the consumer market.

The most high-profile campaign featured celebrity designer and Dragon's Den star, Kelly Hoppen as a high-profile brand ambassador who provided a recognisable focal point for every aspect of the exercise. This resulted in over 40,000 unique website visitors, and made a significant contribution to the number of registered Polypipe stockists and registered installers. Most significantly, sales of Polypipe's underfloor heating products are well on track to achieve a 30% increase in 2015, compared to the previous year.

Other campaigns gave trade customers the opportunity to 'Win a Van' fully stocked with Polypipe products, and also promoted the PolyPlumb push-fit plumbing system to some 70,000 installers. A four campaign helped to get 50,000 free samples of the PolyMax Streamline push-fit plumbing range into the hands of installers and so generate a huge 264% sales increase on a year-to-date basis.

