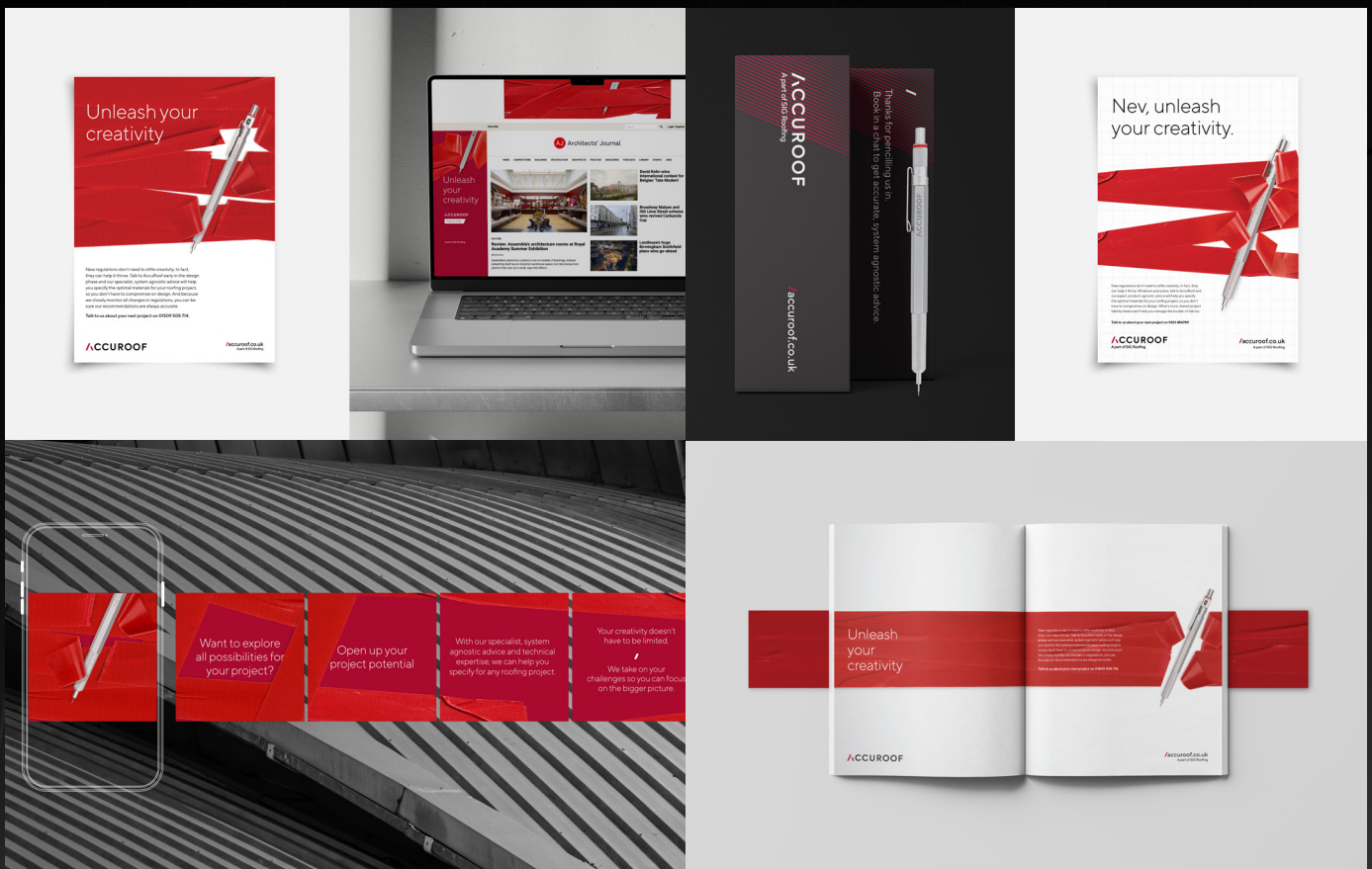


Best brand and positioning



AccuRoof: Captivating architects with a data-driven rebrand

SIG Design & Technology's transformation into AccuRoof, driven by in-depth market research, cut through brand confusion to create a powerful, modern identity. Audience insights led to a confident positioning: AccuRoof is a trusted, unbiased partner for architects and specifiers navigating regulatory change.

The brand was relaunched with a bold, clever campaign – “Unleash Your Creativity” – that captivated architects across multiple channels.

12,000
new unique website users

85,000
impressions on LinkedIn
with selected architects firms
- 800+ clicks
- CPC £1.47
- CTR 0.95%

25%
Increase in enquiries

ROI of 34,566%
(sales)
and 4,833%
(profit)

OneAgency.

ACCUROOF
A part of SIG Roofing