



# Driving conversions with a new kit.

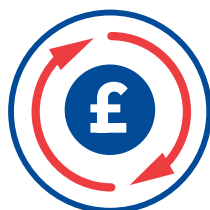
Since 1862, builders of Britain have been tackling the toughest of jobs with Rugby bagged cement products.

With both the Cemex and Rugby brands seeing a refresh in 2022, the time was right to redesign the packaging for the core range of Rugby products and relaunch them with an integrated marketing campaign directed at two clear audience groups: merchants (primary) and skilled tradespeople.

Press | PR | Social | Web | Paid digital  
Email | DM | Events | POS | Livery



40%  
Sales volume increase  
with key merchants



1:25  
Return on  
investment



44%  
Web traffic  
increase

