

# BEST MICROBUDGET CAMPAIGN



## Maximising the Megapress campaign with minimal budget

Summer has heating contractors racing against the clock to complete essential repairs, retrofits, and maintenance. Viega wanted to capitalise on this opportunity with Megapress, their unique press system for thick-walled steel pipes, using a highly targeted campaign.

The campaign would focus on commercial contractors who needed a fast and efficient solution for summer maintenance projects. Working across LinkedIn, Facebook, YouTube, and publication websites, the result was a highly targeted campaign which had the impression of a big brand campaign but on a tight budget.

Success was measured in sales growth, with each channel set their own specific awareness targets.



**1 million**  
impressions  
across channels



**97%**  
highest monthly  
sales growth



**35%**  
YoY cumulative  
Growth

