

CMA 2024

Best Product Launch

Proctor Air represents the next generation of Roofing technology, the tagline of "The Air to the Throne" (A play on the 'The Heir to the Throne') was integrated into our AI advertising campaign for 2024, and the Proctor Air Lion became the symbol of Proctor Air.

The campaign was not only comprehensive but also carefully timed and executed, ensuring maximum impact and reach.

- Total reach over Social media and email: 640,000+
- Proctor Air sample requests: 398
- New roofing sales accounts: 30+
- Website Traffic: 27,000+ Page visits and sessions

