

# BEST PRODUCT LAUNCH

# SCHÜCO

## Unfold Possibilities

This three-pronged campaign aimed to raise awareness of the new Schüco bi-fold door and drive leads to Schüco partners.

The precisely targeted campaign included a direct mail element with over 9,000 brochures and personalised letters sent to affluent homeowners with planning permission to extend their homes.

Social media awareness ads were seen **over 3 million times** and lead generation ads resulted in **over 200 qualified quote requests** being directed to Schüco partners.

A media partnership put 10,000 bi-fold door brochures in the hands of Grand Designs subscribers and saw over 500k people receive emails promoting the new bi-fold door.

The result? Sales rocketed and partner relationships were further strengthened.

