

BEST LOW BUDGET CAMPAIGN

SCHÜCO

Think you know Schüco?
Think again.

Schüco was looking to expand its customer base. This campaign aimed to challenge the perception that, as the best on the market, Schüco is too expensive to deal with and to switch fabrication companies currently partnering with other systems houses.

This clever direct mail campaign was designed to intrigue potential customers and get the sales team through the door. Its success in achieving these objectives is neatly summed up by the reaction from one recipient, now a new Schüco partner:

“That’s different! You’ve got my attention, let’s meet next week.”

The campaign was so successful it’s now being rolled out across other Schüco European territories.



£500k ⁺
in year one **from new accounts** and re-engaged lapsed customers

£105k ⁺
from **2 new small confirmed projects**

