

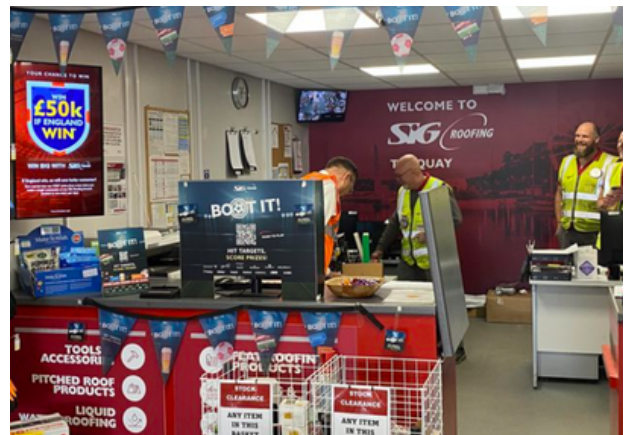
## Branding

Rebranding under a distinct landscape to include specialist products, solutions for professionals and products fit for purpose to maximise growth, enhance customer retention and brand awareness.



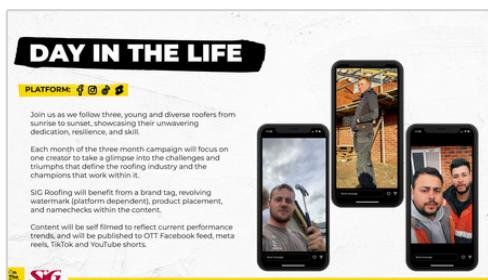
## Roofing Branches

Introduce dedicated merchandise points at trade counters with TV screens to display interactive content and promote a wider range of products. 11% year on year increase in sales.



## Digital Marketing

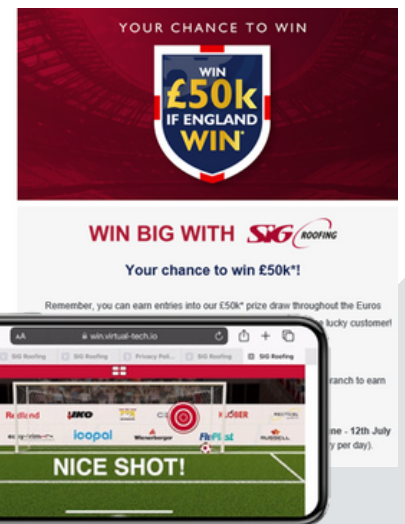
To reach a wider audience, especially the under 45 demographic a new 'banter' tone of voice was adopted across communications. This included raising their digital footprint across social media channels.



## BOOT IT!

Launched an in-branch mobile game offering customers the chance to win on-the-spot prizes, while acting as an effective data capture tool.

Campaign supported by data-driven email, encouraging customers to spend in-branch and earn entries into a prize draw in England win the Euros.



## Food Banks

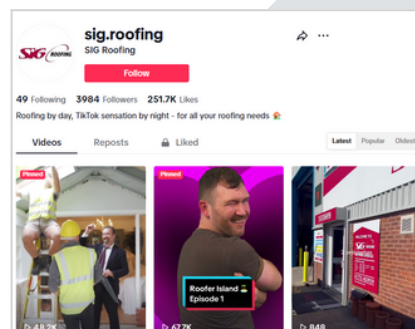
To support the most deprived areas around their Roofing Branches, SIG Roofing collaborated with nationwide supermarket chain Morrisons to provide much needed donations for local food banks.



## Launch of TikTok

Research indicated that SIG Roofing were missing out on opportunities to communicate with under 45 customers.

Increased frequency of digital communications, introduced a 'banter' into the posts and launched a new TikTok channel.



## Take A Squirt

Working in connection with Skin Cancer Awareness, this ongoing campaign pushes the importance of UV value even on a cloudy day.

Given away 15,000 bottles of suncream, installed sun cream dispensers in all 107 branches, trained 135 people in sun safety and are the first merchant to achieve SunSafe Workplace accreditation.

