



**tredaire**<sup>®</sup>  
carpet underlay

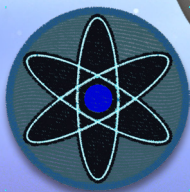


Feels like  
nothing  
on earth.



**129%+**  
consumer  
consideration

with 39% of ad-recognising consumers more likely to choose Tredaire.



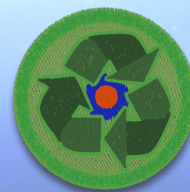
**£800k**  
new business  
sales

driven by the campaign, with retail sales having grown 9.5% against a market that is down year on year.



**2x**  
increase in  
brand awareness

with recognition among first-time homeowners rising from 9% to 18% post-campaign.



**98**  
million  
impressions

across TV, digital, and social channels, driving 56,000 direct visits to the Tredaire landing page.

...mission accomplished.