

Ripple.

Kytun set out to launch its aluminium dry fix range under the new Performance Plus identity with a modest budget. The objective: raise awareness, educate roofers and merchants, and grow sales in a fiercely competitive marketplace.

Ripple's strategy was to make every pound punch above its weight. Building on the earlier product launch, we evolved and repurposed standout creative for immediate recall and maximum impact. CGI and animation replaced costly live shoots, targeted PR and social kept spend lean, and the campaign used influencer partnership's to deliver authentic engagement direct to the trade.



Kytun

Performance Plus⁺

21.19%
Uplift in sales volume

598k
paid and organic reach.

33%
Open rate on Ezines

37
Stockists added

