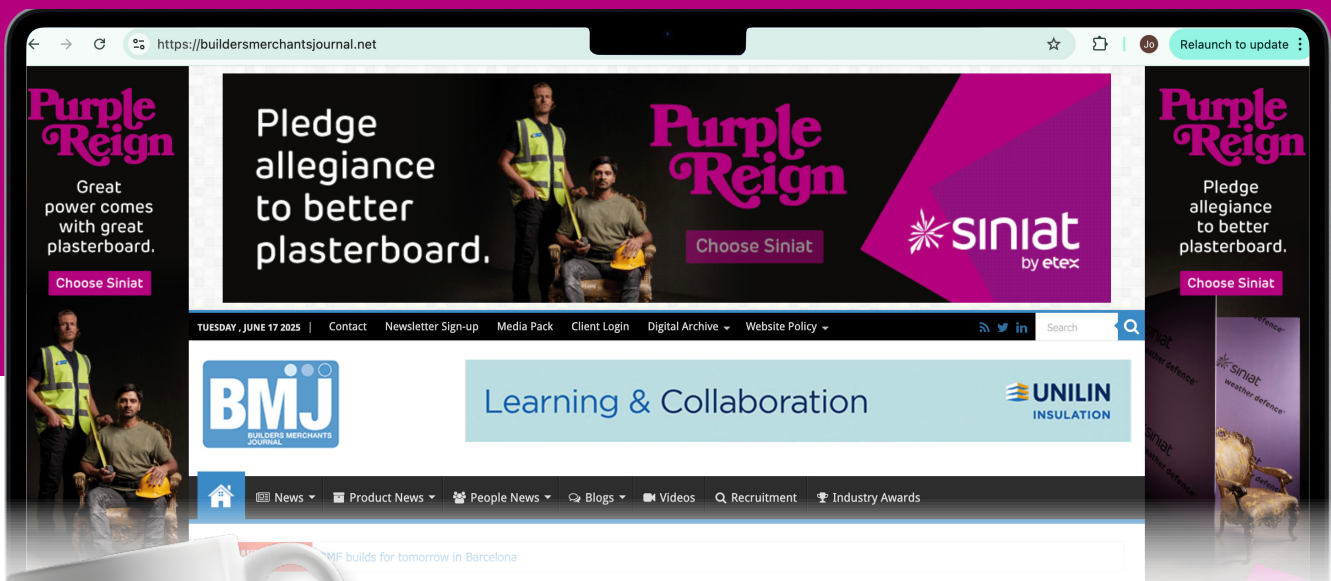
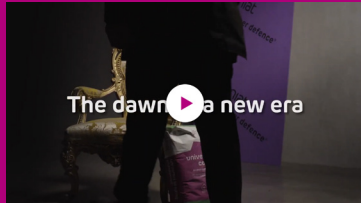


Siniat Purple Reign: Regal approach aims to drive shift in brand allegiance.



Purple Reign is a multi-channel, multi-sector campaign that has set out to disrupt the status quo in the plasterboard industry by challenging for the crown of market leader.



x59
ROI



12.4million
reach



17.3%
increase in project value