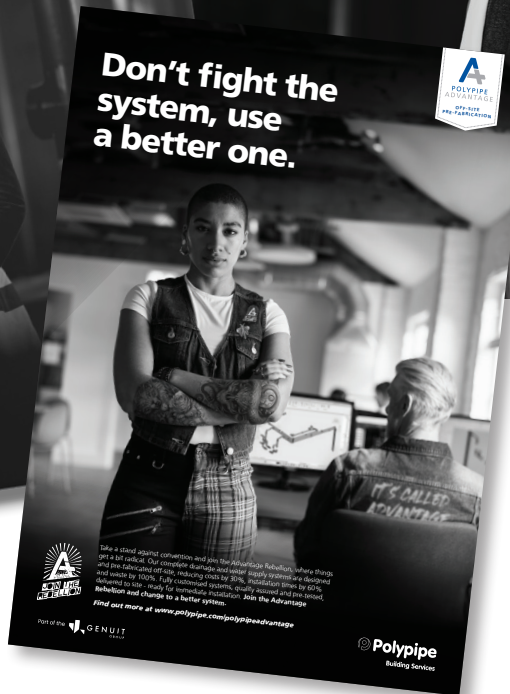
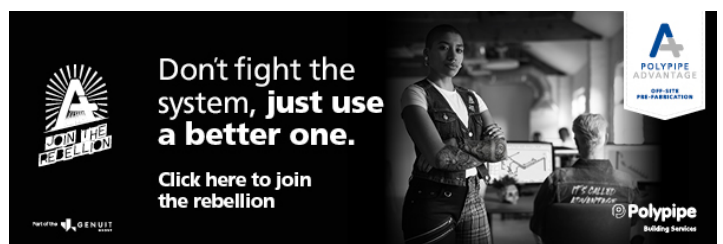
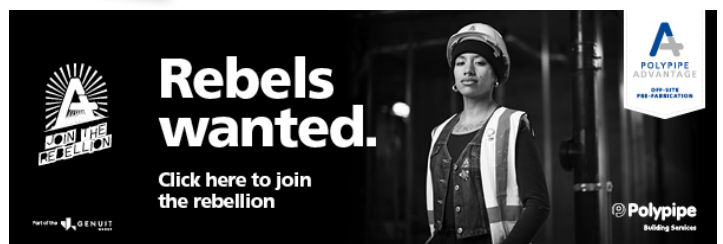


How putting the punk into Polypipe delivered great commercial results.



**IT'S CALLED
ADVANTAGE**

Combining a striking, punk-inspired creative concept with smart use of integrated marketing channels and content, our campaign for Advantage helped to drive more sales enquiries – exceeding sales targets by over 20%.



x34
ROI



Exceeded
sales targets