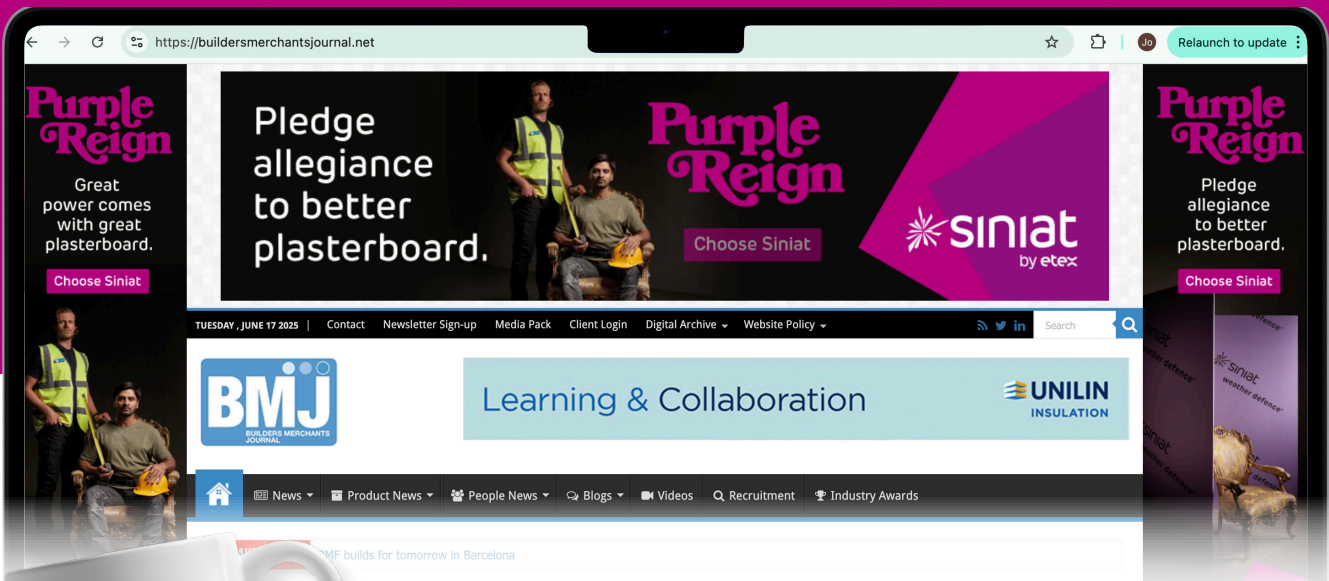
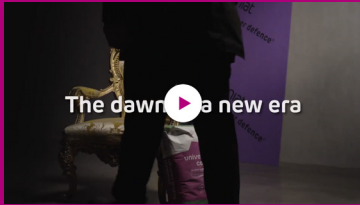


# Siniat Purple Reign: Regal approach aims to drive shift in brand allegiance.



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