



BEST BIG BUDGET CAMPAIGN

VAILLANT FOR LIFE

Vaillant has built a 140-year legacy on premium engineering, but in the heating industry, the homeowner isn't the decision-maker - the installer is.

Vaillant wanted to cement its commitment and deepen its relationship with the trade so turned to creative agency, OF A KIND to position them as life-long supporters of the installers, championing careers and growth.

We set out to shift Vaillant's identity from a traditional manufacturer to a genuine trade partner. The strategy was built on a gritty, unvarnished truth: skeptical, time-poor installers don't trust glossy, actor-led corporate campaigns. Instead, they trust peer-to-peer reality.

Through in-depth research, we struck a nugget of insight which shaped the campaign: rather than telling installers Vaillant supports them, we needed to let installers prove it themselves.

We delivered a cross-channel campaign built entirely around the unscripted, real-life narratives of active trade professionals. By capturing their authentic professional milestones and business setbacks on film, we turned abstract claims of support into lived, peer-to-peer validation.

Vaillant for Life permanently restructured Vaillant's internal and external value proposition, successfully shifting its corporate identity from a transactional component supplier to a lifelong industry ally.



79%
OVER FORECAST

DELIVERED OVER
20M
IMPRESSIONS

OVER
27K
CLICKS

853K
VIDEO VIEWS